



PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION
DEPARTMENT OF GOVERNANCE AND MANAGEMENT SCIENCES

QUALIFICATION: BACHELOR OF MANAGEMENT	
QUALIFICATION CODE: 07BBMA	LEVEL: 6
COURSE CODE: BMI511S	COURSE NAME: INTRODUCTION TO BUSINESS MANAGEMENT
SESSION: JUNE 2024	PAPER: FIRST OPPORTUNITY EXAMINATION
DURATION: 3 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION – QUESTION PAPER	
EXAMINER(S)	Mr B. Zealand Ms S. Sakarias Distance Tutors
MODERATOR:	Dr V. Sibanda

THIS QUESTION PAPER CONSISTS OF 6 PAGES (Including this front page)

INSTRUCTIONS	
1.	Answer all questions in the booklet provided.
2.	Read all the questions carefully before answering.
3.	Marks for each question are indicated at the end of each question.
4.	Please ensure that your writing is legible, neat and presentable and start each Section on a new page.

PERMISSIBLE MATERIALS

1. Examination question paper
2. Examination answer sheet
3. Calculator

SECTION A

Question 1

Indicate whether the following statements are True or False in the examination booklet provided.

[1 x 10 = 10 marks]

No.	Question
1.1	Analytical skill centres on a manager's mental ability to coordinate all of the organisation's interest and activities.
1.2	The legal-political environment is influenced by the variables in the micro environment.
1.3	Accountability is the obligation to achieve organisational goals by performing required activities.
1.4	The task environment is within the control of the business itself.
1.5	Job specification describes the nature of the work and the performance expected from the employee.
1.6	All business organisations are affected by economic conditions for example by the interest rates.
1.7	Conceptual skill means that you are able to see a situation as a whole but at the same time observing it in detail.
1.8	A franchisee has independence to operate his/her store.
1.9	Abraham Maslow identified five basic human needs as the prime driving force for needs satisfaction and thus human behaviour.
1.10	Corporate social investment recognizes corporations as legal persons with certain rights and responsibilities.
TOTAL – 10marks	

SECTION B

Question 2

Indicate your answers next to each corresponding number in the examination booklet provided.

[2 x 10 = 20marks]

- 2.1. _____ is the right to decide and act.
- a) Decision-making
 - b) Authority
 - c) Power
 - d) Position
- 2.2. Ais tasked with developing a new product from conception to completion.
- a) formal group
 - b) work team
 - c) work group
 - d) team leader
- 2.3. Globalisation is beneficial for firms because.....
- a) It protects them against foreign competition.
 - b) It cushions them from the effect of events in other countries.
 - c) It opens up new market opportunities.
 - d) It increases the risk and uncertainty of operating in globalising world economy.
- 2.4. In a _____ economy, economic activity is governed by market forces, and the means of production are privately owned by individuals, either directly or indirectly through corporations.
- a) production orientated
 - b) capitalist
 - c) socialist
 - d) democratic
- 2.5. A micro-environment consists of several elements. *Choose the incorrect answers.*
- a) mission and objectives
 - b) functional management
 - c) resources
 - d) market

- 2.6. The nature and intensity of competition in a particular industry are determined by which of the following factors? A. The threat of new entrants, B. The bargaining powers of buyers, C. The threat of substitute products or services, D. The bargaining power of suppliers, E. The number of existing competitors.
- a) a,b,c,d,e
 - b) a,b,c,e
 - c) a,b,d
 - d) a,c,d
- 2.7. A set of laws, system or patterns that a business enterprise adopts and follows to run business operations for the best interest of the society is called?
- a) Business functioning
 - b) Corporate Governance
 - c) Social Responsibility
 - d) All of the above
- 2.8. The five forces that affect the level of competition in an industry are:
- a) The threat of entrants, power of buyers, power of suppliers, the threat of substitutes and competitive rivalry.
 - b) The threat of recession, the power of buyers, the power of suppliers, the threat of management failure and competitive rivalry.
 - c) The threat of buyers, the power of entry, the power of substitutes, the threat of suppliers, and the threat of recession.
 - d) The threat of entry, the power of buyers, the power of suppliers, the threat of substitutes and government action.
- 2.9. The _____ is the broad conditions and trends in the societies in which an organisation operates.
- a) general environment
 - b) culture
 - c) task environment
 - d) environment of choice
- 2.10. Which of the following is not regarded as a primary stakeholder?
- a) clients
 - b) strategic clients
 - c) management
 - d) employees

SECTION C**[Total - 30marks]**

Question 3

A company manufactures leather jackets which has the following cost structure based on a manufacturing budget. Raw materials of N\$6,000.00, monthly rental of N\$250,000.00, salaries of N\$187,000.00 piece rate labour of N\$10,000.00, insurance of N\$7,000.00 and credit card fees of N\$3000.00 The fixed selling price of the unit is R25,000.00

How many jackets must the company manufacture in order to break-even?

(6)

Question 4

Assume that you need to have exactly N\$100,000.00 saved 10 years from now. How much must you deposit today in an account that pays 12% interest, compounded quarterly, so that you reach your goal of N\$100,000.00?

(8)

Question 5

Study the following information and answer the question(s) that follow:

Balance Sheet for Jabulani Furnitures Pty (Ltd) as at 31 January 2024

Particular	N\$
Creditors	250,000.00
Bank Overdraft	30,000.00
	280,000.00
Debtors	300,000.00
Inventory	60,000.00
Investments (short-term)	30,000.00
Cash	50,000.00
	440,000.00

Calculate the following ratios for Jabulani Furnitures Pty (Ltd).

5.1. Current ratio (6)

5.2. Acid test ratio (6)

Question 6

Businesses distinguishes its products physically and/or psychologically, from essentially identical competing products, so that the product is regarded as different by consumers in a specific target market. What are the different kinds of differentiation?

(4)

SECTION D

[Total - 30marks]

Question 7

Management needs certain skills to lead their organisation to achieve their vision. Identify and explain 3 (three) skills which management need to achieve it's organisations vision and at which level these skills would be needed most.

(9)

Question 8

The business world can be seen as a complex system involving the transformation of resources into products and services. Businesses play a vital role in satisfying the needs and wants of a society. List and explain least 5 factors which entrepreneurs should consider in the location of their businesses.

(10)

Question 9

The Huma Resources Manager can employ various recruitment methods. List any 5 methods that can be employed.

(5)

Question 10

Leading and power goes hand in hand. Without power, a managers might not be able to influence and lead employees towards achieving organizational goals. Briefly discuss the types of power that followers bestow on managers.

(10)

Question 11

Entrepreneurs have been described as people who decide what, how, by whom and for whom products and services should be produced. List six characteristics of an entrepreneur.

(6)