



PAMIBIA
UNIVERSITY
OF SCIENCE AND
TECHNOLOGY

HP-GSB
HAROLD PUPKEWITZ
Graduate School of Business

FACULTY OF COMMERCE; HUMAN SCIENCES AND EDUCATION

HAROLD PUPKEWITZ GRADUATE SCHOOL OF BUSINESS

QUALIFICATION: DIPLOMA IN BUSINESS PROCESS MANAGEMENT	
QUALIFICATION CODE: 06DBPM	LEVEL: 6
COURSE CODE: IBM511C	COURSE NAME: INTRODUCTION TO BUSINESS MANAGEMENT
SESSION: NOVEMBER 2023	PAPER: PAPER 1
DURATION: 3 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION – QUESTION PAPER

EXAMINER(S)	Ms. O. Kangandjo
MODERATOR:	Ms. J. Hambabi

INSTRUCTIONS

1. Answer ALL the questions.
2. Write clearly and neatly.
3. Number the answers clearly.

PERMISSIBLE MATERIALS

1. Examination paper
2. Examination script
3. Calculator

THIS QUESTION PAPER CONSISTS OF 9 PAGES (INCLUDING THIS FRONT PAGE)

SECTION A

Question 1

[2 x 20 = 40 Marks]

Indicate your answers next to each corresponding number in the examination booklet. For example: 1.1 c

1.1 Phillip makes wooden toy trains to sell at a local market. He uses wood blocks, glue and paints to create the toy trains. This transformation process is known as _____.

- a. production
- b. exchange
- c. co-operation
- d. directing

1.2 Which one of the following statements is NOT true regarding society's scarce resources?

- a. The supply of natural resources a country possesses cannot be increased.
- b. Human resources include the physical and mental talents and skills of people employed to create products and services.
- c. Capital products have a short working life and stocks can be built up quickly.
- d. Entrepreneurship refers to the collective capacity of those individuals who accept the risks involved in providing products and services.

1.3 Jonathan started at his new job more than a month ago. He feels, however, that his colleagues do not respect him and that he is not accepted and valued by the company. This refers to Jonathan's _____ needs that are not satisfied according to Maslow's hierarchy of needs.

- a. self-realisation
- b. security
- c. esteem
- d. social

1.4 A team at Google identified a new opportunity and developed a new corporate business within Google, and thus Gmail was born. Gmail was developed through internal processes and through the use of Google's resources. The Gmail team is an example of _____ within Google.

- a. corporate entrepreneurship
- b. franchising
- c. social intrapreneurship
- d. community engagement

1.5 An enterprise is considered a legal/juristic personality when the:

- 1. members are liable for the debts and obligations of the juristic person.
- 2. enterprise has its own rights, assets and obligations.

3. members enjoy limited liability as they stand to lose only the capital they have contributed.
4. enterprise's existence is not threatened by changes in its membership.

- a. 1,2,3
- b. 1,4
- c. 2,3,4
- d. 1,2,3,4

1.6 Ester is a manager at the Sweet and Candy Shop. She is in the process of allocating the different resources to the various sections of the shop, and she is defining the duties of the employees and the procedures they need to follow in order to ensure the shop meets its goals. Ester is in the _____ phase of the management process.

- a. planning
- b. organising
- c. leading
- d. control

1.7 Which one of the following statements is **NOT** true for a business with a legal personality?

- a. The business is dependent on its members.
- b. The business is recognised as a legal subject alongside natural persons or individuals.
- c. The business has its own rights, assets and obligations.
- d. The business's existence is not affected by changes in its membership.

1.8 Kavango Trading sells international and national branded cosmetics to middle and upper income men and women. The international and national branded cosmetics sold by Kavango Trading are indicated in which one of the following components of the business plan?

- a. Human Resources plan
- b. Marketing plan
- c. Management plan
- d. Operating plan

1.9 The correct order of Maslow's Hierarchy of needs theory is...(starting with the needs that must be satisfied first)

- a. Security, Esteem, Physiological, Social, Self-actualisation
- b. Esteem, Security, Physiological, Social, Self-actualisation
- c. Physiological, Security, Esteem, Social, Self-actualisation
- d. Physiological, Security, Social, Esteem, Self-actualisation

1.10 Which ONE of the following is NOT an example of an intangible product?

- a. veterinarians
- b. lawyers

- c. hairdressing salon
 - d. tennis shoes
- 1.11 The following is one of the advantages of franchising
- a. hampers flexibility
 - b. expensive
 - c. reputation
 - d. empty promises
- 1.12 A business plan is a document which should answer some or all of the following
- a. where the entrepreneur intends to start the business
 - b. when the entrepreneur intends to start the business
 - c. none of the above
 - d. all of the above
- 1.13 The Social-Cultural Environment forces that impact a business organisation depend on the _____ of the area in which a business operates.
- a. Geodemographics
 - b. Demographics
 - c. Geographic
 - d. All of the above
- 1.14 The cost that vary with the level of production is
- a. Semi Variable costs
 - b. Semi fixed costs
 - c. Direct costs
 - d. Variable costs.
- 1.15 Series of equal payments or receipts that occur at evenly spaced intervals, leases and rent payments are examples of:
- a. Present Value
 - b. Future value
 - c. Multiple cash flows
 - d. Annuity
- 1.16 The following factors influence consumer behaviour, except:
- a. Social factors
 - b. Technological factors
 - c. Personal factors
 - d. Cultural factors
- 1.17 Jane Supermarket buy toys from Boomerang toy manufacturer and sell them especially to people with toddlers. Jane Supermarket is part of which market?
- a. Institutional markets
 - b. Government markets
 - c. Reseller markets
 - d. Industrial markets

- 1.18 The following are examples of staple products, except;
- a. maize
 - b. bread
 - c. chocolate
 - d. milk
- 1.19 Which one of the following is an example of the functions of the human resource manager?
- a. human resource planning
 - b. provide the advice of an advocate for marriage issues to employees
 - c. dealing with the costs of production processes
 - d. finding financial resources
- 1.20 Which of the following are sources or recruitment?
- a. former employees
 - b. employment agencies
 - c. business or trade schools or colleges
 - d. a, b and c.

Question 2

Indicate whether the following statements are True or False in the examination booklet provided. [1 x 20 = 20 marks]

No.	Question
2.1	Unsatisfied needs of societies provide opportunities for business people.
2.2	Abraham Maslow identified five basic human needs as the prime driving force for needs satisfaction and thus human behaviour.
2.3	In free market economic systems decisions as to the allocation of resources are taken by individual producers and consumers.
2.4	The profit of a close corporation is taxable in the hands of its members.
2.5	A sole trader has limited liability and of course legal personality.
2.6	A franchisee has independence to operate his/her store.
2.7	All business organisations are affected by economic conditions for example by the interest rates.
2.8	Conceptual skill means that you are able to see a situation as a whole but at the same time observing it in detail.
2.9	The legal-political environment is influenced by the variables in the micro environment.
2.10	Through organising, management allocate resources and activities to different functional components in the organisations.
2.11	Revenue is calculated as price multiplied by quantity
1.12	At breakeven point, profit and loss can be made
2.13	Top level management is responsible for strategic management.
2.14	Purchase decision phase happens after a consumer has evaluated the different alternative or possibilities and now decides to choose the best alternative.
2.15	Placement is the process in which an employee is first introduced to the enterprise, its procedures, environment, etc.
2.16	According to the philosophy of total quality management (TQM) all people in an organisation involve themselves in a continual effort to satisfy customers and improve quality.
2.17	In a functional departmentalization, activities such as advertising, market research and sales are grouped together.
2.18	Automated production processes means that many parts of the business use humans to do aspects of the work automatically.

2.19	A farmer who sells oranges at a farm stall to passing motorists is an example of a three-link distribution channel.
2.20	Market research is one of the elements of a marketing mix

SECTION B

Question 3

[15 Marks]

- 3.1 Outline any five types of entrepreneurs. (5)
- 3.2 Leadership is an important management function that helps to direct an organisation's resources for improved efficiency and the achievement of goals. Discuss the components of leadership (10)

Question 4**[25 Marks]**

- 4.1 A firm that produces car components has a fixed cost of N\$40 000 per month and variable costs of N24 per component. It sells the product at the price of N\$44 per component, regardless of the number of units sold. Find the break even point in units. (5)
- 4.2 Study the following information of Waikato Dealers and answers the questions that follow.

Waikato Dealers			
Balance Sheet as at 31 May 2021			
ASSETS		LIABILITIES	
<i>Current Assets</i>		<i>Current Liabilities</i>	
Cash	22,225	Accounts payable	18,250
Accounts receivable	42,200	Wages	1,900
Inventory	98,200	Payroll taxes payable	23,525
Prepaid expenses	5,340	Short-term bank loan	5,700
TOTAL CURRENT ASSETS	<u>167,965</u>	TOTAL CURRENT LIABILITIES	<u>49,375</u>
LONG-TERM ASSETS		LONG-TERM LIABILITIES	
Vehicles	68,500	Debentures	85,200
Furniture and fixtures	21,450	Mortgage Loan	120,600
Equipment	33,000	TOTAL LONG-TERM LIABILITIES	<u>205,800</u>
Buildings & Land	402,500		
TOTAL LONG-TERM ASSETS		<u>525,450</u>	TOTAL LIABILITIES
<u>255,175</u>			
		Owner's Equity	438,240
TOTAL ASSETS		<u>693,415</u>	TOTAL LIABILITIES & OWNER'S EQUITY
<u>693,415</u>			

Calculate the following ratios:

- a) Liquidity ratios (6)
- b) Solvency ratios (6)
- 4.3 If you deposit N\$50,000 in an account that pays an annual interest rate of 10% compounded quarterly, what will your account balance be in 10 years? (8)

END OF QUESTION PAPER