



THE PAPUA NEW GUINEA UNIVERSITY OF TECHNOLOGY  
DEPARTMENT OF MATHEMATICS & COMPUTER SCIENCE

**SECOND SEMESTER EXAMINATIONS - 2022**

**FOURTH YEAR BACHELOR OF SCIENCE IN COMPUTER SCIENCE**

**CS422 – BUSINESS & ENTREPRENEURSHIP**

**TIME ALLOWED: 3 HOURS**

**INFORMATION FOR CANDIDATES**

1. Write your name and student number clearly on the front of the answer booklet.
2. You have 10 minutes to read this paper. You must not begin writing during this time.
3. Section A has **20** multiple choice questions and Section B has **four** questions. You should answer all the questions.
4. All answers must be written in examination answer booklets only. No other written material will be accepted.
5. Write all the answers for Section A on one page. For Section B, start the answer for each question on a **new** page. Do **not** use red ink.
6. Notes and textbooks are not allowed in the examination room. All mobile phones and electronic/recording devices must be switched off during the examination.
7. Scientific and business calculators are allowed in the examination room.

**MARKING SCHEME**

Marks are indicated at the beginning of each question. The total is **100** marks.

**SECTION A** [1 mark each = 20 marks]

**Choose the correct answer and write A, B, C or D from the alternatives given.**

1. Organizations exist everywhere in various forms, shapes and sizes. Which one of these statements about organizations is not relevant? Most organizations
  - A. Operate as a closed structured system.
  - B. Operate as an open structured system.
  - C. Exist to satisfy a societal need.
  - D. Interact with the environment.
  
2. Which one of these is not a feature of an integrated business environment?
  - A. Automated processing and accounting.
  - B. Upload from Library system to a centralized database.
  - C. Centralized database.
  - D. Seamless flow of data.
  
3. Growth and success of business organizations are driven by profit margins. Which one of these methods has the fastest turn-around time with high returns on profit margins?
  - A. Invest in non-core business activities.
  - B. Use of automated and integrated system.
  - C. Use of multiple isolated systems.
  - D. Distribute profits to shareholders as dividends.
  
4. Which one of these services is not a core function of a medical officer?
  - A. Treat patients as individuals with respect and dignity.
  - B. Diagnose and prescribe medication.
  - C. Provide non-emergency outpatient care.
  - D. Keep a database of the patients.
  
5. Source documents show proof of business transactions between economic agents. Which statement has the correct sequence of events of *activity, agent, document* combination?
  - A. Buy goods, customer, sales order.
  - B. Sell goods, supplier, purchase order.
  - C. Buy goods, supplier, purchase order.
  - D. Sell goods, customer, purchase order.
  
6. Which one of these economic agents is not related to a *Supplier*?
  - A. Vendor.
  - B. Seller.
  - C. Service provider.
  - D. End-user.

7. Which one of these statements about E-commerce is not relevant?
- A. E-commerce is dependent on power and internet.
  - B. Online customer pays extra for convenience and logistics.
  - C. Online shop must reflect the reality of its physical shop.
  - D. Online marketplace is provided by Google.
8. A visiting Professor from Japan conducts a series of guest lectures at DH for students and staff of MCS department. Which one of these type of e-Commerce models is illustrated?
- A. B2B.
  - B. B2C.
  - C. C2C.
  - D. C2B.
9. Which of these functional units articulates the *vision/mission/value* statement of the organization?
- A. The management.
  - B. Business development.
  - C. Public relations.
  - D. Stakeholder management.
10. Which one of these skills assists decision-makers identify opportunities and formulate strategies for improvements, growth and expansion?
- A. People-centric.
  - B. Planning.
  - C. Communications.
  - D. Entrepreneurial.
11. Which one of these types is not a valid *form of ownership* to classify entities in PNG?
- A. Associations.
  - B. Cooperatives.
  - C. Companies.
  - D. Enterprises.
12. Which one of these management tools serves as a documented guide for managers to achieve the marketing, financial and operational requirements and expectations of the organization?
- A. SWOT analysis.
  - B. Business plan.
  - C. Company policies.
  - D. Vision statement.

13. If a new product suddenly becomes popular and demanding that it takes over the market of the existing product, is called
- A. An intelligent innovation.
  - B. A disruptive innovation.
  - C. A smart innovation.
  - D. A market innovation.
14. Some concepts can be used interchangeably, or they may share some common characteristics. Which one of these list of concepts are not related?
- A. Innovator, Entrepreneur, Leader.
  - B. Idea, Concept, Innovation.
  - C. Start-up, Small business, Entrepreneurship.
  - D. None of the above.
15. Innovations require pre-existing conditions for it to flourish. Which one of these is not a pre-existing condition for innovations?
- A. Need in the society.
  - B. Relevant technology.
  - C. Government policies.
  - D. Competent expertise.
16. SWOT analysis is a management tool used by organizations and entrepreneurs. What does the abbreviation SW stand for?
- A. Strengths and worthiness.
  - B. Strong and weak.
  - C. Strong and worthiness.
  - D. Strengths and weaknesses.
17. The concept of *occupational health and safety* encourages *safety culture* at workplace and at home. The main objective of *safety culture* revolves around
- A. Company policies.
  - B. Mechanical defects.
  - C. Human behavior.
  - D. Defects in systems.
18. PNG UoT has a policy on *waste management* for the contractors to comply with, in order to minimize impacts on the environment. The policy is directly contributing to which one of these statements of PNG UoT?
- A. Mission.
  - B. Vision.
  - C. Values.
  - D. None of the above.

19. If Consort Shipping freights a vehicle owned by a student to Alotau from Lae, which one of these statements is correct?
- Student is the customer.
  - Consort is the supplier.
  - Consort is the customer.
  - A and B.
20. Which economic agent is highly targeted by e-Commerce models and algorithms?
- Producers.
  - Consumers.
  - Marketing Agents.
  - Suppliers.

### SECTION B – Short Answer Questions

**QUESTION 21.** [ ( 2 + 2 + 2 + 2 ) + ( 2 + 2 + 2 + 2 ) + ( 2 + 2 ) ] = 20 marks ]

(a) Business & Entrepreneurship

- Explain the term *business*.
- Explain the term *entrepreneurship*.
- List two similarities between a *business* and an *entrepreneurship*.
- List two differences between a *business* and an *entrepreneurship*.

(b) Customer and supplier

- Explain the term *customer*.
- Explain the term *supplier*.
- List two similarities between a *customer* and a *supplier*.
- List two differences between a *customer* and a *supplier*.

(c) ICT tools in business

- Identify one of the ICT tools used by businesses, and discuss its functionality.
- Discuss how and why it is useful for the business.

**QUESTION 22.** [ ( 2 + 4 + 2 + 2 ) + ( 2 + 2 + 2 + 2 + 2 ) = 20 Marks ]

(a) e-Commerce and e-Business

- List the four (4) models of e-Commerce.
- Provide *one* example or scenario of each of the models.
- Discuss *two* (2) advantages of E-commerce.
- Discuss *two* (2) disadvantages of E-commerce.

(b) Integrated business environment

Study this business scenario and answer the questions.

An organization uses an integrated commercial system and operates a *Hardware* business. The organization has a 'store' branch that actually does the buying and selling of hardware materials. The organization operates on both cash and credit terms with its customers and suppliers. The business interactions between the three entities (or economic agents) are as follows;

- The 'Customer'
  - requests items
  - pays for items
- The 'Store'
  - cuts PO (purchase order).
  - pays invoice
  - sells items
  - collects payment
- The 'Supplier'
  - fills the PO.
  - sends invoice

- (i.) Draw a simple diagram to illustrate an integrated business environment for this organization.
- (ii.) Identify the entities and label them on the diagram.
- (iii.) Identify the events or interactions and label them on the diagram.
- (iv.) Show the arrows to indicate the flow of information.
- (v.) If the store faces an *out of stock* situation on some items, what are the *two* possible business transactions that the store should activate in the database (or store system)?

**QUESTION 23.**

[ (2 + 2 + 2 + 2 + 2) + (3 + 2 + 5) = 20 Marks ]

(a) Workplace practice & code of ethics

- (i.) Briefly define the term *workplace*.
- (ii.) Briefly define the term *code of ethics*.
- (iii.) Provide *two* examples of *code of ethics* practiced in professional workplaces.
- (iv.) Provide *two* examples of unethical business practices.
- (v.) State *two* disadvantages of unethical business practices.

(b) The *vision/mission/value* statement

- (i.) Briefly define *vision mission value* statement of an organization?
- (ii.) Discuss two (2) specific '*values*' you would find in a value statement of an organization.
- (iii.) Discuss any *five* impacts of both positive and negative attitude at workplace.

**QUESTION 24.**

[ (3 + 5 + 2) + (2 + 2 + 4 + 2) = 20 Marks ]

(a) Organizational chart.

Study this sample PNG UoT's organizational structure, and answer the questions.

- Level 1 role is → VC
- Level 2 roles reporting to VC are → DeputyVC; ProVC (Academic); ProVC (Admin)
- Level 3 role reporting to DeputyVC is → Advisor (Strategic Mission)
- Level 3 roles reporting to ProVC (Admin) are → Registrar (Support Services); Registrar (Staff Admin); Registrar (Student Admin)
- Level 4 roles reporting to Registrar (Support Services) are → Manager (Bookshop); Director (ICTS)
- Level 5 role reporting to Director (ICTS) is → Software Engineer

- (i) Draw the organizational chart (org chart).
- (ii) Show the roles and functional sections on the org chart
- (iii) Show the hierarchical reporting levels on the org chart.

(b) Factors of production

- (i) Identify one organization that operates in Lae, and state its core function.
- (ii) List down the *four* (4) factors that are defined as *factors of production*.
- (iii) For your organization above, provide one specific example of each of the four factors of production.
- (iv) Discuss any *two* reasons why 'Factors of Production' is critical for an organization?

**END OF EXAMINATION**