

GX 1832

**OLLSCOIL NA hÉIREANN, GAILLIMH
THE NATIONAL UNIVERSITY OF IRELAND, GALWAY**

SEMESTER 1 EXAMINATION, 2003/2004

Exam Codes	3BY1 B.Sc. Biotechnology
Exams	Introduction to Business
Mode Codes	BG301 BSc. Biotechnology
Module	Introduction to Business
Paper No.:	1
Repeat Paper	----- Special Paper -----
External Examiners	Professor J. Winterton Professor R. Mason Professor P. Weetman
Internal Examiners	Dr. R. Hilliard Ms. A. M. Torres Ms. Clodagh McGarry
TIME ALLOWED:	Two and one-half hours.
DIRECTIONS	ANSWER: TWO questions from SECTION A TWO questions from SECTION B

Use a separate Answer Book for each section.

SECTION A

MANAGEMENT

Candidates are required to answer TWO questions from this section.

Please answer in a separate answer book.

1. What are the five forces identified by Porter in his model? Taking an industry you are familiar with, outline how the model applies to this industry. What are the implications of this analysis?
2. Imagine that you are an entrepreneur planning to open a cyber café on the Newcastle Road. Draft a business plan, identifying the key success factors and critical risks. What advantages will developing a plan give you in starting your business? Why do you think entrepreneurs avoid such planning exercises
3. What is sustainable competitive advantage and what is its importance to a new business? What are the different potential strategies a firm can adopt to achieve sustainable competitive advantage? Are there pitfalls or obstacles associated with these strategies for a new firm?
4. What is the triple bottom line? What are the factors a company needs to take into consideration if they are to manage a business in a sustainable manner? Taking an industry you are familiar with, can you identify any opportunities in this area.

SECTION B

MARKETING

Candidates are required to answer TWO questions from this section.

Please answer in a separate answer book.

1. In your own words, define marketing. Discuss why should marketers refer back to the consumer when making decisions.
2. What factors should a firm consider in developing its pricing policy for products? Broadly, under what conditions might firms pursue a high price and under what conditions might firms pursue a low price?
3. Outline the main functions intermediaries perform. When should a firm (i.e. manufacturer or a service provider) consider dealing directly with end consumers?
4. Explain market segmentation. Discuss what might be the bases of segmentation for a mobile phone provider.