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(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

2017/2018 ACADEMIC YEAR

FOURTH YEAR FIRST SEMESTER

SPECIAL/SUPPLEMENTARY EXAMINATION

FOR THE DIPLOMA OF EDUCATION

COURSE CODE: EDB 101

COURSE TITLE: INTRODUCTION TO BUSINESS STUDIES

DATE: 18/10/2018 **TIME:** 3:00 P.M

INSTRUCTIONS TO CANDIDATES

Answer Question One in Section A and Any other TWO (2) Questions in Section B

TIME: 2 Hours



KIBUCO observes ZERO tolerance to examination cheating

SECTION A (COMPULSORY)

Question one

Kibabii women group has invited you as a consultant to shade some light on what business venture they should go for after getting a loan from Uwezo fund. This comes after several attempts of failure in starting and strengthening their business. They have approached you because of your strong business skills and acumen. They have provided a check list of what your presentation will touch on.

Basing on the checklist, you are required to:

- i) Define a business activity (2 marks)
- ii) Characteristics of a business (6 marks)
- iii) Types/forms of business (8 marks)
- iv) Advantages of partnership (5 marks)
- v) Personal and professional qualities of business personnel (9 marks)

SECTION B (CHOOSE TWO QUESTIONS)

Question two

Businesses today are facing a lot of challenges. Others are on the verge of collapsing and even struggle to sustain the business. In the case of large scale businesses, they are forced to undergo receivership or shut down.

- a) What are the factors that affect businesses today? 5 marks
- b) Highlight five trends in the business environment today. 5 marks
- c) As a Business Executive at Nzoia Sugar Company, highlight the measures you will put in place to enable the Company to shoot to profitability. 10 marks

Question three

Promotional mix describes a blend of promotional variables chosen by marketers to help a firm reach its goals. It is believed that there is an optimal way of allocating budgets for the different elements within the promotional mix to achieve best marketing results, and the challenge for marketers is to find the right *mix* of them. Discuss the activities identified as elements of the promotional mix (20 Marks)

Question four

- a) Explain the importance of computers in a business. (10 marks)
- b) State with examples the kinds of technologies that businesses in Kenya have emulated and how the technology has helped them improve efficiency and effectiveness (10 marks)