

# KIBABII UNIVERSITY



## UNIVERSITY EXAMINATIONS

**2020/2021 ACADEMIC YEAR  
FIRST YEAR FIRST SEMESTER  
SPECIAL/SUPPLEMENTARY EXAMINATION**

**FOR THE DEGREE OF BACHELOR OF BUSINESS  
MANAGEMENT**

**COURSE CODE: BBM 111/BCO 111**

**COURSE TITLE: INTRODUCTION TO BUSINESS  
MANAGEMENT**

**DATE: 24/09/2021**

**TIME: 8.00AM-11.00AM**

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### **INSTRUCTION TO CANDIDATES**

- 1) The paper contains **FIVE** questions
- 2) Attempt **THREE** questions
- 3) Question **ONE** is Compulsory

**TIME: 2 Hours**

**KIBU observes ZERO tolerance to examination cheating**

### Question One

a) Define each of the following business activities needed to run a business giving relevant example for each terminology;

- (i) Management (2 marks)
- (ii) Operations (2 marks)
- (iii) Marketing (2 marks)
- (iv) Finance (2 marks)
- (v) Accounting (2 marks)

b) Why do some businesses succeed while others fail? (5 marks)

c) Identify factors that you believe to be the most critical to business success. (5 marks)

d) Discuss the factors that you believe to be primarily responsible for business failures, and indicate why you selected these factors. (10 marks)

### Question Two

a) Explain the difference between ethical dilemma and ethical decision then provide an example for each. (10marks)

b) For business to be successful, it must involve other people. These people affect and are affected by the business and hence they have an interest in business. Discuss the statement. (10marks)

### Question Three

a) Nonprofit organizations (such as your college or university) have social responsibilities to their stakeholders. Identify your school's stakeholders. For each category of stakeholder, indicate the ways in which your school is socially responsible to that group (10marks)

b) There are factors to be considered while deciding the form of business ownership. Discuss. (10 marks)

### Question Four

a) Differentiate between a merger and an acquisition citing relevant examples under each. (8marks)

b) Cooperatives are based on the co-operative values of "self-help, self-responsibility, democracy and equality, equity and solidarity" and the co-operative principles. Explain the principles of cooperative movement. (12marks)

### Question Five

a) Define the term an entrepreneur and discuss the characteristics of the entrepreneurial activity. (10 marks)

b) Identify the FOUR types of competition and explain the differences among them. (10 marks)