

KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

2020/2021 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER

MAIN EXAMINATION

FOR THE DEGREE OF BACHELOR OF EDUCATION ARTS

COURSE CODE: BBM 101

COURSE TITLE: INTRODUCTION TO BUSINESS STUDIES

DATE: 24/02/2021

TIME: 8.00AM-10.00AM

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) Business has been defined as the economic activity that possesses various characteristics.
Outline five characteristics of a business (10mks)
- b) Being a manager in an organization you have the responsibility of ensuring that the objectives are achieved. State and explain the objectives of a business organization (8mks)
- c) Business ethics do not differ from generally accepted norms of good or bad practice.
Discuss the main sources of business ethics (6mks)
- d) Highlight three major differences between private limited company and public limited company (6mks)

QUESTION TWO

- a) Levels of management are decided mainly on the basis of fundamental functions assigned to each level. State three levels of management and explain the functions at each level (15mks)
- b) Outline the main concepts of accounting (5mks)

QUESTION THREE

- a) "Human Resource Management has recently become one of the most specialized functions of business organizations". Give reasons for this argument (14mks)
- b) Outline six characteristics of incorporated business organizations (6mks)

QUESTION FOUR

- a) All businesses, both for-profit and nonprofit, need resources in order to operate.
Discuss four categories of business resources (12mks)
- b) Describe various responsibilities that a business has towards
- i) The community (4mks)

ii) The environment (4mks)

QUESTION FIVE

Explain how internal and external environment constrains influence organization operation and decisions (20mks)

QUESTION SIX

Explain how internal and external environment constrains influence organization operation and decisions (20mks)