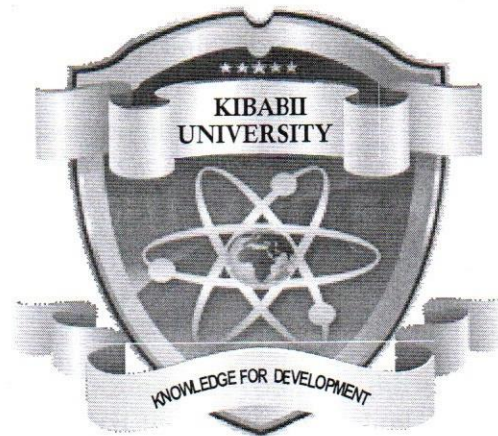


KIBABII UNIVERSITY



278

Mail

CS

PLC

UNIVERSITY MAIN EXAMINATIONS

2017/2018 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER

**FOR THE DEGREE OF BACHELOR OF
COMMERCE/FOR THE DEGREE OF BACHELOR
OF EDUCATION**

COURSE CODE: BCB 101/BBM 101

**COURSE TITLE: INTRODUCTION TO BUSINESS
MANAGEMENT/INTRODUCTION TO BUSINESS STUDIES**

DATE: 18/1/2018

TIME: 9 - 11AM

INSTRUCTIONS TO CANDIDATES

Answer **All** questions in Section A and Any other **TWO (2)** Questions from **section B**

Section A

QUESTION ONE

- (a). Outline FIVE characteristics of unincorporated business organizations (5mrks)
(b). Managers at all levels within an organizations have specific functions to perform. Discuss the functions of management
(10mrks)
c). Discuss the main concepts of accounting (10mks)

SECTION B

QUESTION TWO

- (a). Being a manager in organization A, you have the responsibility of ensuring that projected outcomes are achieved by your organization. How would you ensure this?
(10mks)
(b). There are a variety of sources of finance available to a business. Explain the main short-term sources of Business Finance
(10mrks)

QUESTION THREE

- (a). Describe the various responsibility that businesses have towards:
(i). the community
(5mks)
(ii). the environment
(5mrks)
b) Mrs William is an upcoming entrepreneur who intends to start a business that she hopes will be a very large holding by the end of 50 years. Advice her on how she may choose the type of business to invest in
(10mks)

QUESTION FOUR

- a). The stock exchange is a market where securities from different organizations are bought and sold, but not all companies are participants on the stock exchange. What are the requirements to be fulfilled by companies requiring to be quoted by the Nairobi Stock Exchange
(10mks)
b) Discuss the principles of insurance
(10mrks)

QUESTION FIVE

- a) Marketing has presently become one of the most specialized functions of most business organizations. Discuss the universal functions of marketing
(10mks)
b) Discuss the circumstances under which a partnership may be dissolved. (10mrks)