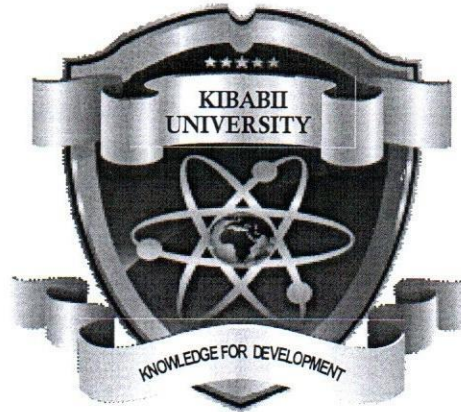


to

# KIBABII UNIVERSITY



**SPECIAL/SUPPLEMENTARY EXAMINATION**

**2019/2020 ACADEMIC YEAR**

**FIRST YEAR FIRST SEMESTER**

**FOR THE CERTIFICATE OF BUSINESS MANAGEMENT**

**COURSE CODE: CIB 100**

**COURSE TITLE: INTRODUCTION TO BUSINESS STUDIES**

**DATE: 10/02/2021**

**TIME: 8.00 – 10.00AM**

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## **INSTRUCTIONS TO CANDIDATES**

**Answer Question ONE (compulsory) and ANY OTHER TWO questions**

**SECTION A: (30mks). Answer all questions**

1.
  - a)
    - i. Define what an organization is (2mks)
    - ii. All businesses operate within an environment. Describe any four internal factors of a business environment (8mks)
  - b) Explain the meaning of sole proprietorship while highlighting three characteristics of the same (4mks)
  - c) State and explain any three factors that have hindered the growth of co-operative societies in Kenya (6mks)
  - d) Discuss any five ways through which a business may be financed (10mks)

**SECTION B: (40mks). Answer any two questions.**

2.
  - a) Why is it important for business organizations to engage in corporate social responsibility programs? (10mks)
  - b) Discuss public limited companies while explaining the advantages and disadvantages (10mks)
3.
  - a) As a business management student, explain what planning as a management function entails (6mks)
  - b) Give any four reasons that justify why an organization may need to develop or modify its business policy (4mks)
  - c) Discuss the ways through which an organization can demonstrate that it is socially responsible (10mks)
4.
  - a) Which factors hinder the growth of business enterprises in developing countries (10mks)
  - b) How in your opinion can businesses in Kenya improve on their performance? (10mks)