

KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

2020/2021 ACADEMIC YEAR
FIRST YEAR FIRST SEMESTER
MAIN EXAMINATION

FOR THE DEGREE OF BACHELOR OF BUSINESS
MANAGEMENT

COURSE CODE: **BBM 111**

COURSE TITLE: **INTRODUCTION TO BUSINESS
MANAGEMENT**

DATE: **18/02/2021**

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

READ THE FOLLOWING PASSAGE AND THEN ANSWER THE QUESTIONS WHICH FOLLOW.

CUSTOMER IS THE REASON YOU ARE STILL IN BUSINESS

A RECRUITER once said that I had overused the word customer on my C.V. Interestingly this made me the best candidate for a customer service role 10 years ago. The use of the word only reflected who I had become; a customer service champion. This status has not changed much; five years into management consultancy and training my world revolves around my customers. Today, the realization that my customer is my employer is closer home than ever before.

Does everyone realize how important customers are to their company? Irrespective of the industry, the customer remains core to any organization's existence. Teams in sales and marketing bring in new customers and retain existing ones. Finance teams seek to maintain a healthy income statement whose top line is the revenue collected from customers. Human resource practitioners aim to develop staff who serve customers. Those in information technology seek to ease customer processes and streamline information flow. Customer service teams, on the other hand, champion customer focus across the organization and weigh upon the overall customer experience. Managers aim to put it all together and shareholders hope to get a return on their investment. In the back of everyone's mind is a customer whose importance is clear to some and hazy to others. Undoubtedly, this customer pays the salaries, bonuses and the dividend many yearn for.

BY LUCY KIRUTHU

Daily Nation, February 10, 2015

Required

Guided by the passage, answer the following questions:

- a) (i) Count how many times the word customer has been used in this passage. (2 marks)
- (ii) Identify and write down the sentence which best explains the reason why the writer loves the customer, even as you read this article (4 marks)

- b) 'Does everyone realize how important customers are to their company?' wonders the writer. Indeed, not everyone does. Give an example of an unethical business practice by a Kenyan Company. (6 marks)
- c) The writer informs us that her consultancy business is five years old. Let us suppose that it is a company. Briefly identify the two most important documents required by law before a company can be formed in Kenya. (6 marks)
- d) Business faces many challenges. Briefly explain a common customer-related future challenge facing Easy Coach, Nakurumatt, Coca-cola, KCB, Mumias Sugar Co. and Kenya Airways, for example. (6 marks)
- e) (i) Briefly explain the main aim of the customer in the market. (1 mark)
- (ii) To the customer, the concept of utility is paramount. Briefly explain. (5 marks)

QUESTION TWO

- a) One business consultant argued that it is the weakness of unincorporated type of business which led her to form a company. Discuss. (12 marks)
- b) Business and society are like two sides of the same coin. Explain. (8 marks)

QUESTION THREE

- a) Using relevant examples in Kenya, explain, using at least any five reasons, why ethics has become a major concern in society today. (10 marks)
- b) The debate about organizational social responsibility continues to grow hotter and hotter into the twenty first century. Explain. (10 marks)

QUESTION FOUR

- a) Compare the evolution of business in Kenya with that in the United States. (12 mks)
- b) The future of the Kenyan youth relies on entrepreneurship. Discuss. (8 marks)

QUESTION FIVE

- a) Using at least five examples, explain the future challenges likely to face a business person in Kenya. (10 marks)
- b) Does the government have a role to play in business? Explain. (10 marks)