

# 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**

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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) Business has been defined as the economic activity that posses 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 function 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)