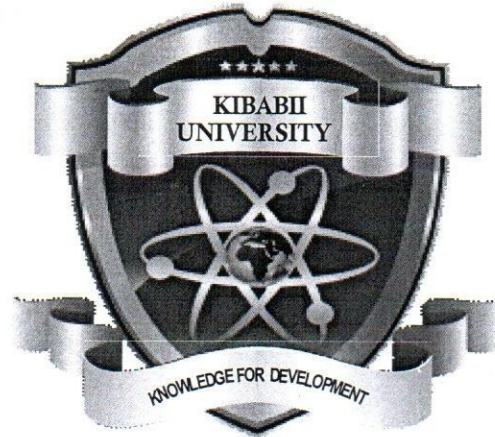


KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS
SPECIAL/SUPPLEMENTARY EXAMINATIONS
2019/2020 ACADEMIC YEAR
FIRST YEAR FIRST SEMESTER
FOR THE DEGREE OF BACHELOR OF EDUCATION

COURSE CODE: BBM 101

COURSE TITLE: INTRODUCTION TO BUSINESS STUDIES

DATE: 08/02/2021

TIME: 2.00PM – 4.00PM

INSTRUCTIONS TO CANDIDATES

Answer Question ONE (compulsory) and ANY OTHER TWO questions

Question One

- a) Explain some of the forces that have led to the development of the concept of social responsibility. (10marks)
- b) State and explain four features of land as a factor of production. (4 marks)
- c) By illustration bring out a sample chart of a channel of distribution of the Kabras Sugar from the producer to the final consumer. (6 marks)
- d) Distinguish between a co-operative society and a company form of business. (6marks)
- e) Utility is the ability of a good or services to satisfy a human need. It refers to the usefulness of the product Explain the four types of utility in provision of goods and services (4marks)

Question Two

- a) A corporation is essentially an "artificial person" created and operated with the permission of the state where it is incorporated. It's a person like you, but only "on paper." A corporation is brought to life when a person, the incorporator, files a form with a state known as the articles of incorporation. Determine the key features of a corporation. (12marks)
- b) Highlight and explain the four main types of mergers. (8Marks)

Question Three

- a) The directing function of management is "*Life spark of an enterprise*" or actuating function of management by philosophers. Justify the statement. (10marks)
- b) Identify and discuss any five organizational structures that can be used by any organization in order to realize the company goals and objectives. (10marks)

Question Four

- a) Planning is not a substitute to executive judgment, but an aid to it. It does not guarantee success but it reduces chances of failure. It however suffers from numerous limitations. Discuss the difficulties of effective planning. (10marks)
- b) Compare and contrast between Ordinary and Preference Share capital. (10marks)

Question Five

Now flip the "ON" switch. Tell people what they need to do. I like to think of this part like conducting an orchestra. Everyone in the orchestra has the music in front of them. They know which section is playing which piece and when. They know when to come in, what to play, and when to stop again. The conductor cues each section to make the music happen. That's your job here. You've given all your musicians (workers) the sheet music (the plan). You have the right number of musicians (workers) in each section (department), and you've arranged the sections on stage so the music will sound best (you have organized the work). Now you need only to tap the podium lightly with your baton to get their attention and give the downbeat.

- a) Demonstrate how directing is the process of determining or affecting the behaviour of others in terms of (12marks)
- b) The directing function of management is "*Life spark of an enterprise*". Discuss. (8marks)