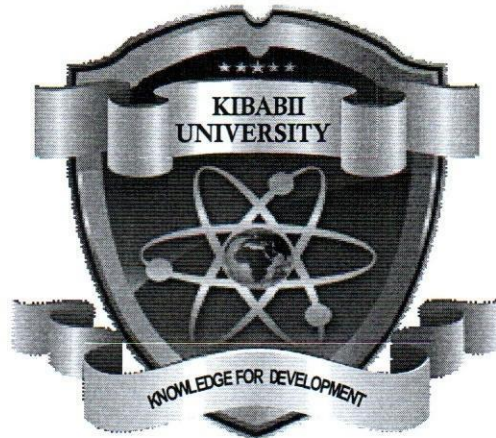


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KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

**2021/2022 ACADEMIC YEAR
FIRST YEAR FIRST SEMESTER
SPECIAL/SUPPLEMENTARY EXAMINATION**

**FOR THE DEGREE OF BACHELOR OF BUSINESS
MANAGEMENT**

COURSE CODE: BBM 111

**COURSE TITLE: INTRODUCTION TO BUSINESS
MANAGEMENT**

DATE: 19/07/2022

TIME: 8.00 – 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

- a) Business activity is constrained by the environment in which the business operates. Critically examine some important components of this environment in developing countries (10 marks)
- b) Suggest ways of implementing ethical practices among businesses (10 marks)
- c) Give reasons as to why studying business management is a popular choice among aspiring entrepreneurs and business leaders (10 marks)

QUESTION TWO

- a) Show why there is a growing importance for companies to ramp up their focus on social responsibility now more than ever (10 marks)
- b) Explain details contained in the Memorandum of Association (10 marks)

QUESTION THREE

- a) Most free markets tend to coincide with countries that value private property and individual rights. What are the advantages of free market economy? (10 marks)
- b) Risk may have positive or negative outcome or may simply result in uncertainty. What are the effects of risk to an enterprise? (10 marks)

QUESTION FOUR

- a) What are the benefits of forming a non- incorporated business that is created between two or more people? (10 marks)
- b) A contract of insurance has its own fundamental principles without which it would be void. Explain the principles of insurance (10 marks)

QUESTION FIVE

- a) Highlight why many businessmen prefer owning an unincorporated business operated by only one individual (10 marks)
- b)) Explain the most widely accepted functions of management as given by Koontz and O'Donnel (10 marks)