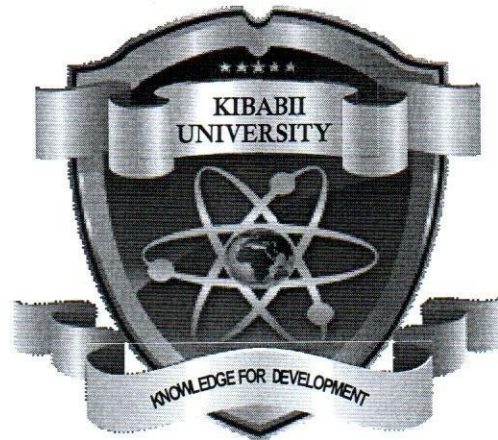




# KIBABII UNIVERSITY



**UNIVERSITY EXAMINATIONS  
SPECIAL/SUPPLEMENTARY EXAMINATION  
2021/2022 ACADEMIC YEAR**

**FIRST YEAR, FIRST SEMESTER**

**FOR THE DEGREE OF BACHELOR OF COMMERCE  
AND FOR THE DEGREE OF BACHELOR OF  
COOPERATIVE AND ENTERPRENEURSHIP  
MANAGEMENT**

**COURSE CODE: BCO 111**

**COURSE TITLE: INTRODUCTION TO BUSINESS  
MANAGEMENT**

**DATE: 19/07/2022**

**TIME: 8.00 – 10.00AM**

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## **INSTRUCTION TO CANDIDATES**

- 1) The paper contains **FIVE** questions
- 2) Attempt **THREE** questions
- 3) Question **ONE** is Compulsory

**KIBU** observes **ZERO** tolerance to examination cheating

## **SECTION ONE**

### **Question One**

- a) One of the most important marketing strategy is market segmentation. Discuss the concept of market segmentation and explain the bases for selecting a target market. (14 marks)
- c) One of the tasks performed by the Human resource manager is employee retention. Elaborate on the activities performed by the Human resource manager to achieve HR retention. (5 marks)
- a) The accounting efforts/tasks can be divided into two major categories, the financial accounting and managerial accounting. Distinguish between the two and elaborate on the users of the information collected. (6 marks)
- b) Differentiate between centralisation and decentralisation of organizational structure and highlight their merits and demerits. (5 marks)

## **SECTION TWO**

### **Question Two**

- a) The controlling function in management is meant to find out whether there are deviations so that a corrective action is taken to ensure everything is on course. Highlight the objectives of controlling and the steps one follows in controlling. (6 marks)
- b) Explain the various roles a manager plays in an organization (8 marks)
- c) One of the tasks performed by the Human resource manager is employee retention. Elaborate on the activities performed by the Human resource manager to achieve HR retention. (6 marks)

### **Question Three**

- a) Explain what is meant by social responsibility and identify the responsibilities of a business towards various entities. (12 marks)
- b) What are the key contributions of the Human Relations or Behavioral School proposed by Elton Mayo? (8 marks)

### **Question Four**

- a) Describe the recruitment process in an organization and differentiate between external and internal recruitment. (10 marks)
- b) Discuss the importance of controlling function in management and highlight the steps followed in controlling. (10 marks)

### **Question Five**

- a) Explain the importance of decision making and elaborate on the types of decisions? (8 marks)
- b) Financial management is concerned with the making important decisions on supervision of the capital invested in the business enterprise, allocation of finance to resources and overall increase in the value of business. Discuss the following major types of financial decision making in an enterprise:
- (i) Decision on investment areas, (4 marks)
  - (ii) Decision on investment financing, (4 marks)
  - (iii) Decision on profit distribution. (4 marks)