

# KIBABII UNIVERSITY



## UNIVERSITY EXAMINATIONS 2021/2022 ACADEMIC YEAR FIRST YEAR FIRST SEMESTER

### SPECIAL/SUPPLEMENTARY EXAMINATION

**FOR THE CERTIFICATE OF BUSINESS MANAGEMENT  
COURSE CODE: CIB 100**

**COURSE TITLE: INTRODUCTION TO BUSINESS STUDIES**

**DATE: 18/07/2022**

**TIME: 2.00 – 4.00PM**

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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 A (COMPULSORY)**

**QUESTION ONE (30 marks)**

- a) Differentiate between business policy and business strategy (4mks)
- b) Name two types of business environment and their components, state how they affect the running of the business. (10mks)
- c) State and explain any four forms of business ownership. (8mks)
- d) State and explain 4 disciplines that relate to business studies (8mks)

**SECTION B (CHOOSE ANY TWO QUESTIONS)**

**QUESTION TWO**

- a) State and explain the major management functions (15mks)
- b) State the major difference between memorandum and articles of association documents (5mks)

**QUESTION THREE**

- a) Describe the features of sole proprietorship (10mks)
- b) State the advantages and disadvantages of a sole trader (10mks)

**QUESTION FOUR**

Highlight the contents of a partnership deed (10mks)

State and explain the major functions of a stock exchange market (10mks)

**QUESTION FIVE**

- a) Define social responsibility and state why it's important to business organisations (10mks)
- b) State and explain the major sources of business finance (10mks)