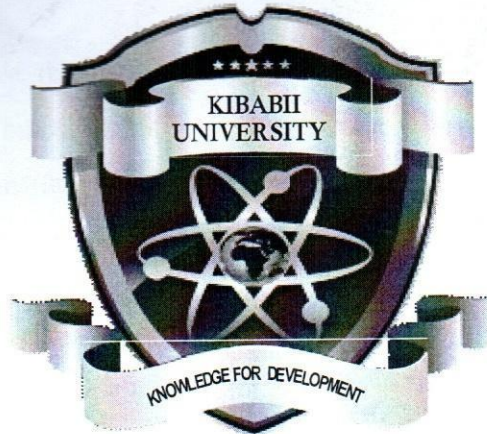


KIBABII UNIVERSITY



**UNIVERSITY EXAMINATIONS
MAIN EXAMINATION**

2021/2022 ACADEMIC YEAR

FIRST YEAR SECOND SEMESTER

FOR POSTGRADUATE DIPLOMA IN EDUCATION

COURSE CODE: BBM 711E

COURSE TITLE: INTRODUCTION TO BUSINESS STUDIES

DATE: 08/09/2022

TIME: 9.00 – 11.00AM

INSTRUCTIONS TO CANDIDATES

- 1) Answer Question **ONE**(Compulsory) and **ANY OTHER TWO** Questions
 - 2) Candidates must hand in their answer booklets to the invigilator while in the examination room
 - 3) Credit is given for legibility, clarity and use of relevant examples
 - 4) Question **ONE** is **30 marks** while Questions **2-5** carry **20 marks** each
 - 5) Clearly write your **Registration Number** on each answer sheet used
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TIME: 2 Hours

KIBU observes ZERO tolerance to examination cheating

QUESTIONS : SECTION A

QUESTION ONE

- a) A small-scale industrialist recently attended a seminar on strategic business management. She is quite enthusiastic but does not understand exactly how to use the SLEPT analysis for her company. Act as a consultant and advise her on how to use the SLEPT analysis. (10 Marks)
- b) Equity bank has been engaged in corporate social responsibility such as Wings to Fly. Discuss why some practitioners argue against companies engaging in corporate social responsibilities. (10 Marks)
- c) You have been hired as a manager of a company with a poor affirmative action record. The board and the other stakeholders are looking up to you to put in place and implement an affirmative action plan (AAP). Explain how you will implement a typical affirmative action plan (10 Marks)

QUESTIONS : SECTION B

QUESTION TWO

- (a) Discuss the criteria used in evaluation of an ethical manager from an unethical manager (10 Marks)
- (b) Good resource management can enable a business to excel in its domain. Examine some of the benefits of managing resources efficiently. (10 Marks)

QUESTION THREE

- a) Debate for or against government intervention in business with justification (10 Marks)
- b) The sole proprietorship is by far the simplest, easiest and popular way for an entrepreneur to do business. Explain five reasons that account for the popularity of sole proprietorship (10 Marks)

QUESTION FOUR

- a) Critically assess the reasons why consumers have to make a choice between competing human needs (10 Marks)
- b) Define business stakeholder and examine how each of them are likely to influence business operations (10 Marks)

QUESTION FIVE

- a) There are four key functional areas in a business organization. You are required to assess the role of human resource department in an organization **(10 Marks)**
- b) Summarize your understanding of free market showing its features and benefits **(10 Marks)**