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KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

2022/2023 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER

MAIN EXAMINATION

FOR THE DEGREE OF BACHELOR OF EDUCATION

COURSE CODE: BBM 101

COURSE TITLE: INTRODUCTION TO BUSINESS STUDIES

DATE: 21 DEC 2022

TIME: 2:00-4:00 PM

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 (30 MARKS)

- a. Business objectives determines what an organization targets to achieve or accomplish over a specified period of time. Discuss economic objectives of a business. **(10 marks)**
- b. Identify 3 main sources of capital for a sole proprietor. **(3 marks)**
- c. Outline the Importance of understanding business environment. **(3 marks)**
- d. What is the importance of good ethics in business management? **(4 marks)**
- e. Outline the challenges businesses faces in implementing corporate social responsibility initiates. **(4 marks)**
- f. Differentiate between communism and socialism. **(2 marks)**
- g. Define the following terms as used in Business. **(4 marks)**
- i. Accounting function
- ii. Risk and insurance functions

QUESTION TWO

- a. Citing practical example, highlight micro factors that affects business operations **(10 marks)**
- b. Discuss Characteristics of ethical organizations **(10 marks)**

QUESTION THREE

- a. Discuss Importance of affirmative action for today's business **(10 marks)**
- b. What is the importance of Operations Management for a business. **(10 marks)**

QUESTION FOUR

- a. Define key marketing roles in business. **(10 marks)**
- b. Define key human resource roles for an organization. **(10 marks)**

QUESTION FIVE

- a. Business studies is the examination of the business activities in society. These activities are related to the production of goods and provision of services. Discuss importance of studying business course. **(10 marks)**

b. Discuss ways in which a customer needs can be satisfied in an organization **(10 marks)**