

KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

SPECIAL/SUPPLEMENTARY EXAMINATION

2021/2022 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER

FOR THE CERTIFICATE OF BUSINESS MANAGEMENT

COURSE CODE: CIB 100

COURSE TITLE: INTRODUCTION TO BUSINESS STUDIES

DATE: 24 /01/2022

TIME: 2.00 – 4.00PM

INSTRUCTIONS TO CANDIDATES

Answer Question ONE (compulsory) and ANY OTHER TWO questions

SECTION A (Compulsory)

QUESTION ONE

- a. Corporate Social Responsibility policy is a mechanism whereby a business monitors and ensures its compliance with the law, ethical standards, and international norms. Discuss some of the actions carried out by an organization that show that it is involved in performing Corporate Social Responsibility. **(10 marks)**
- b. Advantages and disadvantages of partnership business. **(9 marks)**
- c. Disadvantages of a public limited company. **(5 marks)**
- d. Three circumstances under which it is most appropriate to form a partnership business. **(6 marks)**
- e. Roles of a stock exchange in the economic development of Kenya. **(10 marks)**

SECTION B (Answer Two Questions from Section B)

QUESTION TWO

- a) Define the meaning of the following terms;
(i) Internal Environment. **(2 marks)**
(ii) External environment. **(2 marks)**
- b) Highlight the Important Internal and external factors in any business environment. **(10 marks)**
- c) The activities of extraction, production, conversion, processing or fabrication of products are described as industry. The products of an industry may fall under three categories. Giving an example in each case, explain the three categories of industries in Kenya. **(6 marks)**

QUESTION THREE

- a) Planning has been defined as the process of setting goals and determining how to achieve these goals. Mention and explain the steps involved in the planning process of management. **(12 marks)**
- b) According to Van Fleet, leadership is an *influence* process directed at *shaping* the behavior of others. Explain giving examples different types of leaders. **(8 marks)**

QUESTION FOUR

- a) What is business finance **(5 marks)**
- b) A business has different types of financing. Explain the types of business financing available to a business citing examples. **(15 marks)**