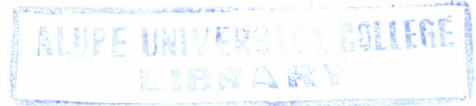


BBM 110:



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OFFICE OF THE DEPUTY PRINCIPAL

ACADEMICS, RESEARCH AND STUDENTS' AFFAIRS

UNIVERSITY EXAMINATIONS

2018 /2019 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER REGULAR EXAMINATION

FOR THE DEGREE OF BACHELOR OF
BUSINESS MANAGEMENT/BA.ECONOMICS

COURSE CODE: BBM 110

COURSE TITLE: INTRODUCTION TO BUSINESS

DATE:11/12/2018

TIME: 2.00-5.00 pm

INSTRUCTION TO CANDIDATES

- SEE INSIDE

THIS PAPER CONSISTS OF 3 PRINTED PAGES

PLEASE TURN OVER

BBM 110: INTRODUCTION TO BUSINESS

BBM/ECO)

DURATION: 3

Hours

INSTRUCTIONS TO CANDIDATES

- i. *Answer Question **ONE** and any other **THREE** questions.*
- ii. *Do not write on the question paper.*

QUESTION ONE

A group of young potential businessmen are in the process of starting a business as a way of increasing returns in their investments. You have been approached for advice on the following issues. Give a detailed account for each of them.

- (a) The basic steps that must be taken to start a company in Kenya. **[5 marks]**
- (b) Reasons why it may be difficult for a partnership to go public. **[5 marks]**
- (c) The main distinguishing features of a company from other forms of business organizations. **[5 marks]**
- (d) Characteristics of a good business. **[5 marks]**
- (e) The challenges faced by Kenyan businessmen in international trade. **[5 marks]**

QUESTION TWO.

- (a) Elaborate on the steps that a manager can take to motivate his/her subordinates. **[5 Marks]**
- (b) Identify the main stakeholders of a business and explain how each of them is likely to influence business operations. **[10 marks]**

QUESTION THREE.

- (a) Justify government involvement in business activities. **[5 marks]**
- (b) Discuss in details the main factors that constitute the business environment. **[10 marks]**

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QUESTION FOUR.

(a) Supervisor, being the manager in a direct contact with the operatives, has got multifarious function to perform. Give a detailed account of the main functions performed by supervisors.

[10 marks]

(b) Explain why control is an important management function. **[5 marks]**

QUESTION FIVE.

(a) Before entering into a business, the owner manager should be able to determine the capital needs of his/her business. Explain the factors that a businessman should consider before selecting a source of fund. **[5 Marks]**

(b) Give a detailed explanation on the ways lenders and investors add value to a business organisation. **[10 marks]**

QUESTION SIX.

(a) What is ethics? **[2 Marks]**

(b) Explain why managers should behave ethically. **[5 Marks]**

(c) Suggest ways of curbing unethical behaviour in organisations. **[8 Marks]**

END

