



ALUPE UNIVERSITY
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... Bastion of Knowledge...

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**OFFICE OF THE DEPUTY PRINCIPAL
ACADEMICS, STUDENT AFFAIRS AND RESEARCH**

UNIVERSITY EXAMINATIONS

2017/2018 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER EXAMINATION

**FOR THE DEGREE OF BACHELOR
OF BUSINESS MANAGEMENT/
BACHELOR OF ARTS (Econ)**

**SCHOOL: BUSINESS, ECONOMICS &
HUMAN RESOURCE DEVELOPMENT**

COURSE CODE: BBM 110

COURSE TITLE: INTRODUCTION TO BUSINESS

DATE: 14th December, 2017 TIME: 2.00pm-5.00pm

INSTRUCTION TO CANDIDATES: SEE INSIDE

THIS PAPER CONSISTS OF 20 PRINTED PAGES

For examiner's Use Only

Question	I.E	E.E
CAT		
EXAM		
TOTAL		



PLEASE TURN OVER

Insert the numbers of the questions you have answered in the order done

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Student Admission No.....Exam Card No.....Signature.....

INSTRUCTIONS TO CANDIDATES

1. Write your **Admission Number, Exam Card Number** and **Sign** in the spaces provided at the bottom of each page of the Examination Booklet. **DO NOT** write your name anywhere in this booklet.
2. Write on both sides of the pages.
3. All rough work must be done in the Answer sheets and crossed through.
4. If supplementary pages are used, they must be fastened all together at the end of this Booklet. Supplementary pages should be used only after all the leaves in the booklet have been exhausted.
5. It is a serious examination offence to cheat or to have unauthorized materials including **MOBILE PHONES** (whether on or off) in the examination venue.
6. In no circumstances must Answer Booklet used or unused, be removed from the examination room by a candidate.
7. The Booklet is for **Examination use only** in a designated examination room. Unauthorized possession of the Answer sheets by a student or any other person constitutes an examination irregularity calling for stiff disciplinary action.
8. Do not pluck any page from this Booklet. Any extra/unused answer sheets should be returned to the **Examination Office**.
9. Candidates who come to examination room 30 minutes late will not be allowed to sit for the exam.
10. Candidates will not be allowed to leave the exam room once the exam commences.
11. Candidates are advised that importance is attached by examiners to accuracy and clarity of expression.
12. Committing any form of irregularity is prohibited and shall attract severe disciplinary action in accordance with Alupe University College Examination Regulations.

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INSTRUCTIONS TO CANDIDATES

- Answer Question **ONE** and any other **TWO** questions
- Question **ONE** carries 30 marks

Question One

- a). A group of young entrepreneurs from Busia County are in the process of forming a public company as a way of increasing returns in their environment. However, they are not sure how to go about the process of registration. You have been approached for advice on the way forward
- i). Discuss the pertinent issues that you will highlight to assist the entrepreneurs in the exercise(4 marks)
- ii). Explain any four potential benefits and any four limitation of operating public company (8 marks)
- b). Cooperatives societies are a waste of time and resources in an economy. Do you agree? (8 marks)
- c). Identify the factors of production and how they are used in business (10 marks)

Question Two

- a). What are ethics? (4 marks)
- b). Why should a manager behave ethically (8 marks)
- c). What do you do suggest to curb unethical behavior (8 marks)

**Question Three**

- a). What is business organization?. With the help of specific examples, discuss the main objectives of business organizations in Kenya (8 marks)
- b). Briefly discuss the main sources of finance for business organizations (12 marks)

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Question Four

Define and explain how the business operations are influenced by the following environment

- a). Economic environment (5marks)
- b). Political/Legal environment (5 marks)
- c). Technological environment (5 marks)
- d). Natural environment (5 marks)

Question Five

- a). Businesses interact with society in different ways. Identify a company's relations with different primary stakeholders (8 marks)
- b). Identify five social responsibility areas and explain ways in which a business would be socially responsible to them (6 marks)
- c). State the steps a manager can take to motivate his/her subordinates (6 marks)