

**JARAMOGI OGINGA ODINGA UNIVERSITY**  
**BACHELAR OF BUSINESS MANAGEMENT**  
**ABA 101: INTRODUCTION TO BUSINESS STUDIES**  
**FIRST YEAR, SEMESTER 1 EXAMS**

**TIME: 3HRS**

**INSTRUCTIONS**

Answer questions ONE and any other TWO questions

- 1 (a) Explain the importance of business entities in society. (10mks)
- b) What is the need for Government private partnership in business? (5mks)
- c) Why is ethic matter in business (5mks)
- d) Highlight the advantages of partnership business. (5mks)
- e) What are the functions of Nairobi Stock Exchange? (NSE) (5mks)
- 2 Besides earning profits , business should also seek to meet social responsibilities in the society. Discuss this statement in view of Safaricom mobile phone service provider. (20mks)
- 3 a) Savings and Credits Co-operative societies (SACCOS) are very popular in Kenya today. Explain the reason behind the popularity of (SACCOS). (10mks)
- b) What challenges do parastatals face? (10mks)
- 4 a) The office is the nerve centre of a business concern. Explain this statement (12mks)
- b) What are the qualities of a good Manager? (8mks)
- 5 a) Explain the role of the stock exchange in economic development. (10mks)
- b) What are the advantages of franchising (10mks)

