

**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**SCHOOL OF BUSINESS AND ECONOMICS**

**UNIVERSITY EXAMINATION FOR THE BACHELOR OF BUSINESS ADMINISTRATION WITH IT**

**1ST YEAR 1st SEMESTER 2016/2017ACADEMIC YEAR**

**MAIN CAMPUS REGULAR**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**COURSE CODE: BBM 3112**

**COURSE TITLE: INTRODUCTION TO BUSINESS**

**EXAM VENUE: STREAM: BBA**

**DATE: EXAM SESSION:**

**TIME: 2 HOURS**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Instructions:**

1. **Answer THREE questions, question ONE is compulsory**
2. **Candidates are advised not to write on the question paper.**
3. **Candidates must hand in their answer booklets to the invigilator while in the examination room.**

**QUESTION ONE**

1. Identify the purpose of business (5mks)
2. With examples , explain five classification of business activities (5mks)
3. What is the significance of Business Ethics in relation to consumer

Exploitation. (5mks)

1. Describe of the main business ideas indicators (5mks)
2. State documents used in International trade. ( 5mks)
3. Mention five political- Legal factors that influence Business

Environment in Kenya. (5mks)

**QUESTION TWO**

1. Discuss the ethical challenges in business today. (10mks)
2. Explain sources of developing business ideas (10mks)

**QUESTION THREE**

1. Examine the significance of entrepreneurship to an economy. (10mks)
2. With relevant examples, describe factors that influence entrepreneurial

Practices in Kenya. (10mks)

**QUESTION FOUR**

1. As an entrepreneurial advisor, what value of a business plan would you emphasize to entrepreneurs? (10mks)
2. Analyze the components of a business plan. ( 10mks)

**QUESTION FIVE**

1. Discuss the demerits of government involvement in business. (10mks)
2. Identify and explain five government –initiated methods of protecting consumers in Kenya. (10mks)