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**University Examinations 2014/2015**

SECOND YEAR, FIRST SEMESTER EXAMINATION FOR DIPLOMA IN PURCHASING AND SUPPLIES MANAGEMENT, DIPLOMA IN BUSINESS ADMINISTRATION.

**DBA 1319/DPS 0319: BUSINESS STUDIES**

**DATE: DECEMBER 2014 TIME: 1**$\frac{1}{2}$ **HOURS**

**INSTRUCTIONS:** *Answer question* ***one*** *and any other* ***two*** *questions*

**QUESTION ONE**

1. Clearly define the term “business” (2 marks)
2. (i) State the managerial functions (6 marks)

(ii) Explain the role of a Manager in each of the above (10 marks)

1. Outline the four dimensions of looking at business (7 marks)

**QUESTION TWO**

1. Define marketing (5 marks)
2. State the major elements of the marketing process (10 marks)
3. Explain the role of “price” in the marketing process (10 marks)

**QUESTION THREE**

Explain how the following factors affect the external environment of a business firm

1. Technology (5 marks)
2. Social-cultural environment (5 marks)
3. Economic environment (5 marks)
4. Political component (5 marks)

**QUESTION FOUR**

1. What is meant by social responsibility of a business (10 marks)
2. Outline the advantages and disadvantages of social responsibility (10 marks)