



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2013/2014

**FIRST YEAR SECOND SEMESTER EXAMINATIONS FOR THE
DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION
WITH INFORMATION TECHNOLOGY
(HOMA BAY CAMPUS)**

ABA 101: INTRODUCTION TO BUSINESS STUDIES

Date: 6th April, 2014

Time 11.00 a.m. - 1.00 p.m.

INSTRUCTIONS:

- Answer Question ONE and any other TWO questions.
- Question one carries 30 marks, other questions carry 20 marks each.



QUESTION ONE

- (a) "Business is an enterprise engaged in production and distribution of goods for sale in a market or rendering services for a price". Discuss. (10Marks)
- (b) Critically examine the following aspects in relation to business activities:
- (i) Corporate social responsibility (10Marks)
 - (ii) Business ethics (10 Marks)

QUESTION TWO

- (a) Discuss the significance of Information Technology (IT) in promotion of business activities in Kenya. (10Marks)
- (b) "Business risks cannot be eliminated completely but steps can be taken to prevent and minimize their adverse effects". Discuss. (10Marks)

QUESTION THREE

- (a) Distinguish between sole proprietorship and partnership forms of business organization. (10 Marks)
- (b) Discuss the pros and cons of Public enterprises. (10 Marks)

QUESTION FOUR

- (a) Discuss the important requisites for success in the present dynamic business world. (10 Marks)
- (b) Discuss the inter-relationship between industry, commerce and trade. (10Marks)

QUESTION FIVE

- (a) Critically examine the challenges facing small businesses in Kenya. (10Marks)
- (b) Discuss the sources of finance for any form of business enterprise. (10Marks)