



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2013/2014

**FIRST YEAR FIRST SEMESTER EXAMINATIONS FOR BACHELOR
OF EDUCATION WITH INFORMATION TECHNOLOGY
(CITY CAMPUS - SCHOOL BASED)**

ABA 101: INTRODUCTION TO BUSINESS STUDIES

Date: 28th November, 2013

Time: 2.00 - 4.00pm

INSTRUCTIONS:

- Answer QUESTION ONE and any other TWO.
- Question One carries 30 marks. The other question carry 20 marks each.

- 1 a) Explain the government interacts with the businesses today. (10 mks)
- b) Clearly explain the core functions of management (10mks)
- c) Explain economic indicators in the macro environment that a business owner should be concerned with. (10mks)
- 2 a) A modern day business is formed for a number of reasons. Discuss the key objectives of a firm. (10mks)
- b) Clearly explain the roles of Nairobi Securities exchange. (10mks)
- 3 a) Explain the various types of social responsibility (10mks)
- b) Mr Maruge is interested in starting a business. Advise him on the factors he should consider before choosing a form of ownership. (10mks)
- 4a) Describe the stakeholders in the business environment. (10mks)
- b) Giving their functions, discuss the players in a normal chain of distribution in trade. (10mks)
- 5a) Describe the various forms of utility in goods and services produced by various firms. (5mks)
- b) Explain the factors of production that a firm requires in its day to day operations (5mks)
- c) Mr Odondo operates successful business in Thika. Explain the factors in his background that could be responsible for the success. (10mks)