



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2013/2014

**FIRST YEAR FIRST SEMESTER EXAMINATIONS FOR THE
DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION
WITH INFORMATION TECHNOLOGY
(CITY CAMPUS – EVENING/DAY).**

ABA 101: INTRODUCTION TO BUSINESS STUDIES

Date: 8th April, 2014

Time: 5.30 – 7.30 p.m.

INSTRUCTIONS:

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



1. a) What are the inputs in the input-output model of a business and how do they transform into outputs? (10mks)
b) Discuss the objectives of a business (10mks)
c) Describe the stakeholders of a business (10mks)
2. Discuss how the government influences business activities (20mks)
3. (a). One form of business ownership is the Joint Stock Company. Highlight the main features of a joint stock company (10mks)
(b). Explain the background of an entrepreneur (10mks)
4. (a). Describe the following management functions (10mks)
 - i. Planning
 - ii. Organizing
 - iii. Controlling
(b). Explain the various sources of business ethics (10mks)
5. (a). What do you understand by the term Social Responsibilities of Business? Describe the Social Responsibilities of a Business enterprise (10mks)

(b). Discuss the importance of a securities exchange like Nairobi Securities Exchange (10mks)