



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2013/2014

FIRST YEAR FIRST SEMESTER EXAMINATIONS FOR THE
DEGREE OF BACHELOR OF EDUCATION WITH INFORMATION
TECHNOLOGY

(HOMA BAY CAMPUS – SCHOOL BASED)

ABA 101: INTRODUCTION TO BUSINESS STUDIES

Date: 1st December, 2013,

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

INSTRUCTIONS:

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

- 1 a) Explain the reasons why government regulates businesses. (10 mks)
- b) Winter Electronics Ltd has a very active top management team. Explain the core functions this team is involved with. (10mks)
- c) Mr Mapato is a manager of Pied Paper Ltd. Explain the factors in the macro environment that Mr Mapato is dealing with as he runs the business. (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) The society has its ways of distinguishing good from bad and wrong from right. This is practice of ethics. In this context, discuss the sources of business ethics. (10mks)
- b) Mr Nyangau is interested in starting a business. He is seeking advice from you on forms of business ownership. Advise him on the factors he should consider before choosing a form of ownership. (10mks)
- 4 a) Careful considerations of stakeholders of a business and effort to fulfill their interest in the business is the basis of social responsibility. 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 David Chege is a successful businessman in Lokichogio. Explain the factors in his background that could be responsible for his success. (10mks)