



EMBU UNIVERSITY COLLEGE
(A CONSTITUENT COLLEGE OF THE UNIVERSITY OF NAIROBI)

TRIMESTER EXAMINATIONS 2013/2014
FIRST YEAR EXAMINATION FOR THE DEGREES OF BACHELOR OF
COMMERCE

DBA101: INTRODUCTION TO BUSINESS STUDIES

DATE: AUGUST 11, 2014

TIME: 5.00 – 7.00PM

INSTRUCTIONS:

Answer Question ONE and ANY Other TWO Questions.

QUESTION ONE

- a) Explain the meaning of the term business. (2 marks)
- b) Differentiate between economic and non – economic activities. (2 marks)
- c) Briefly explain the importance of developing a business plan for effective and efficient management of small businesses. (3 marks)
- d) Briefly discuss three challenges that an entrepreneur would encounter when borrowing capital from financial institutions to finance business activities. (6 marks)
- e) Briefly explain the concept of Human Resources Management. (3 marks)
- f) Explain five factors to consider when locating a business. (10 marks)
- g) Briefly explain how political environment affects global business activities. (4 marks)

QUESTION TWO

- a) Using appropriate examples, briefly explain how you would apply the following principles of management in a business organization;
- i) Planning
 - ii) Organizing
 - iii) Controlling
 - iv) Staffing
 - v) Leadership (10 marks)
- b) For a business to succeed, it needs to take care of its stakeholders. Discuss five interest groups that a business ought to be socially responsible to. (10 marks)

QUESTION THREE

- a) Define the term marketing as used in marketing management. (2 marks)
- b) Using a product of your choice, describe how you would use the marketing mix in marketing the product. (8 marks)
- c) “Business organizations thrive when the Human Resource Management function is effective.” Discuss five objectives of Human Resource Management to support the above statement. (10 marks)

QUESTION FOUR

- a) Outline five objective of a business venture. Support your answer with relevant examples. (10 marks)
- b) Outline the role of the Ministry of Labour, Social Security and Services in fostering labour relations between employers and employees in Kenya. (10 marks)

QUESTION FIVE

Using a diagram and a business organization of your choice, describe the structure of the functional organization. (20 marks)

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