



MERU UNIVERSITY COLLEGE OF SCIENCE & TECHNOLOGY

P.O. Box 972-60200 Meru - Kenya. Tel: 020-2092048, 020 2069349
Fax: 020-8027449

University Examinations 2011/2012

FIRST YEAR FIRST SEMESTER EXAMINATIONS FOR THE DEGREE OF
BACHELOR OF COMMERCE AND FIRST YEAR, SECOND SEMESTER BACHELOR
OF BUSINESS INFORMATION TECHNOLOGY

HBC 2105: BUSINESS STUDIES

DATE: APRIL 2012

TIME: 2 HOURS

INSTRUCTIONS: Answer question *one* and any other *two* Questions

QUESTION ONE (30 MARKS)

- a. Discuss any three social objectives of a business enterprise. (6 Marks)
- b. Using relevant examples, explain any four forms of departmentation of a business enterprise. (8 Marks)
- c. Explain how the following factors affect marketing decisions.
 - i. Customers
 - ii. political – legal
 - iii. Competitors (6 Marks)
- d. Discuss any five objectives of industrial relations. (10 Marks)

QUESTION TWO (20 MARKS)

- a. Identify and explain five methods of encouraging ethical behaviour in an organization. (10 Marks)
- b. Which five strategies can a modern organization adopt in order to minimize risks in modern business? (10 Marks)

QUESTION THREE (20 MARKS)

- a. What benefits can a business get from being involved in corporate social responsibility? (10 Marks)
- b. Describe any five types of partners in a partnership form of business. (10 Marks)

QUESTION FOUR (20 MARKS)

- a. Discuss any five factors that influence the pricing decision. (10 Marks)
- b. Discuss any five contents of a business plan. (10 Marks)

QUESTION FIVE (20 MARKS)

- a. Explain any five principle activities of the staffing functions. (10 Marks)
- b. Define a product and discuss the major classifications of products and services. (10 Marks)