

MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS 2016/2017 ACADEMIC YEAR**

**FIRST YEAR FIRST SEMESTER**

**SCHOOL OF BUSINESS AND ECONOMICS**

**CERTIFICATE IN BUSINESS ADMINISTRATION**

**COURSE CODE: CBM 01**

**COURSE TITLE: INTRODUCTION TO BUSINESS**

**DATE: 25TH APRIL 2017 TIME: 8.30AM – 10.30AM**

**INSTRUCTIONS TO CANDIDATES**

* ***Answer question ONE (compulsory) and any other THREE questions.***
* ***Question one carries 25 marks***
* ***All other questions carry 15 marks***

*This paper consists of 2 printed pages. Please turn over.*

**QUESTION 1**

1. Explain five principles under which the co-operative societies in Kenya operate. (**10 marks)**
2. Give five characteristics of business. **(5 marks**)
3. Explain the following business concepts, citing examples in each:
4. Internal Micro Environment **(2marks)**
5. External Micro Environment **(2 marks)**
6. Outline six characteristics of an entrepreneur**. (6 marks)**

 **QUESTION 2**

1. Business is an integral part of society. Describe how a business can be utilized in helping the society. **(10 marks)**
2. Outline five differences between public limited companies and private limited companies. **(5 marks)**

**QUESTION 3**

1. Managers can improve ethical behavior in their organizations. Justify this statement **(9 marks**)
2. Explain THREE types of partnership in business. **(6 marks)**

**QUESTION 4**

1. Outline five social challenges that are faced by business people today.

**(5 marks)**

1. The government is largely involved in business activities. Justify this statement using examples from Kenya **(10 marks)**

**QUESTION 5**

1. Briefly explain five ethical values of a business person. **(5 marks)**
2. The Kenyan Economy is dominated by small scale businesses. Discuss five reasons for this trend**. (10marks)**