

**UNIVERSITY OF KABIANGA**

**UNIVERSITY EXAMINATIONS**

**2016/2017 ACADEMIC YEAR**

**FIRST YEAR FIRST SEMESTER EXAMINATION**

**FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT**

**COURSE CODE: BBM 101**

**COURSE TITLE: INTRODUCTION TO BUSINESS**

**DATE: 24TH NOVEMBER, 2016**

**TIME: 2.00 P.M-5.00 P.M**

**INSTRUCTIONS TO CANDIDATES:**

Answer question **one** and any other **three**.

**QUESTION ONE**

1. Businesses are known to interact with the environment for its survival and continuity. Briefly discuss the micro and macro environment of business. (15 marks)
2. Discuss the causes of business failure in Kenya and how they can be resolved in future. (10 marks)

**QUESTION TWO**

1. Discuss the main objectives of a business that could be pursued at any given time. (10 marks)
2. Describe the principles of cooperatives. (5 marks)

**QUESTION THREE**

1. Identify the key elements that make companies successful in Kenya and describe the characteristics that makes them stand out. (8 marks)
2. Discuss with justification the reasons as to why it is necessary for the government to intervene in day to day activities of any business. (7 marks)

**QUESTION FOUR**

1. What are some of the basic steps that must be taken to start a company in Kenya? (5 marks)
2. Clearly discuss the meaning of the following terms:
3. Memorandum of association and article of association. (5 marks)
4. Public limited company and private limited company. (5 marks)

**QUESTION FIVE**

“Businesses have to carry out their operations ethically and be of good moral standing.” Discuss. (15 marks)

**QUESTION SIX**

Business as a philosophy has evolved over a long period of time. Trace the history. (15 marks)