

**ZU/WI/7/EXM/6**

**ZETECH UNIVERSITY**

**ACADEMIC YEAR 2016/2017**

**ORDINARY EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS ADMINISTRATIONAND MANAGEMENT**

**CODE: BUS101/BBAM101 UNIT NAME: INTRODUCTION TO BUSINESS STUDIES**

**DATE: APRIL /2017 TIME: 2 HOURS**

**INSTRUCTIONS: Answer Question 1 and any other TWO questions.**

**QUESTION ONE**

a) Commerce has greatly developed today. Explain any **THREE** contributing factors to growth and development of commerce. (**6 Marks)**

b) Business success and survival depends on business location. Highlight how technology, government and social and demographic environments promote business success. (**6 Marks)**

c) Entrepreneurs and business managers play similar functions in business operations. Discuss any FOUR functions of managers in business. (**8 Marks)**

d) Business combination is the commercial concept in the developed world. Explain why commercial sector should encourage the concept. (**6 Marks)**

e) Knowledge on stock and capital market is valuable today to the capital investors. Expound on why this is so. (**4 Marks)**

**QUESTION TWO**

a) Company X practices ethics and social responsibility and this has offered an advantage to the company against its industry rivals. What could be the social responsibility practices of Co. X that you may adopt in your place of employment assuming that you are the business manager. (**6 Marks)**

b) The two dimensions of foreign trade are bilateral and multilateral. Discuss strategies to controlled foreign trade. **(8 Marks)**

c) ICT is an emphasis and an observable phenomenon in businesses today. Explain the need for its emphasis. **(6 Marks)**

**QUESTION THREE**

a) Entrepreneurship practices is an added advantage to society and the global world. Do you agree with this? Analyze this with reference to the positive view. **(6 Marks)**

b) Businesses are subject to competitive environment; legal environment; and global environments. Explain business strategies towards such for business survival and success. **(8 Marks)**

c) Business finance is an essential resource just as other resources are useful for business operations. Discuss purpose for projecting business finance and capital. **(6 Marks)**

**QUESTION FOUR**

a) Highlight details in a partnership Deed. **(4 Marks)**

b) Explain three business concepts you know. **(6 Marks)**

c) Why encourage small-medium enterprises instead of large-scale business?  **(6 Marks)**

d) What is the role of government in promoting domestic industrialization practices?

 **(4 Marks)**