

**W1-2-60-1-6**

JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY

# **UNIVERSITY EXAMINATIONS 2014/2015**

FIRST YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE/

BACHELOR OF BUSINESS INFORMATION TECHNOLOGY

**HBC 2102 : INTRODUCTION TO BUSINESS**

**DATE: AUGUST 2015 TIME: 2 HOURS**

**INSTRUCTIONS:**

**ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS**

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**QUESTION ONE [COMPULSORY] [30 MARKS]**

1. Giving examples, explain the major types of economic utility. [4 marks]
2. Explain the merits and demerits of the capitalist economic systems. [6 marks]
3. With reference to identifies organization, give examples of social responsibility activities practiced in Kenya. [5 marks]
4. Describe the input-output model of a business enterprise and explain why it is important. [10 marks]
5. Evaluate the significance of small businesses in a economy. [5 marks]

**QUESTION TWO [20 MARKS]**

1. You are a manager of a business enterprise in Kenya.
2. Identify two external environmental factors your business may face. [2 marks]
3. Discuss any opportunities and threats each might pose. [8 marks]
4. Analyze the challenges faced by small and medium scale enterprises. [10 marks]

**QUESTION THREE [20 MARKS]**

1. Evaluate the major challenges faced by a firm seeking to computerize its operations. [10 marks]
2. Describe the major contribution of marketing functions in the growth of the economy. [10 marks]

**QUESTION FOUR [20 MARKS]**

1. Explain the factors that influence a consumers behavior. [10 marks]
2. Outline the key functions of a human resource managers in a business entity. [10 marks]