



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS & ECONOMICS
UNIVERSITY EXAMINATION FOR THE BACHELOR OF BUSINESS
ADMINISTRATION WITH IT & BACHELOR OF EDUCATION ARTS WITH IT
1st YEAR 1st SEMESTER 2023/2024 ACADEMIC YEAR
MAIN & KISUMU CAMPUS

COURSE CODE: BAB 1101

COURSE TITLE: INTRODUCTION TO BUSINESS STUDIES

EXAM VENUE:

DATE:

DURATION: 2 HOURS.

INSTRUCTIONS

- 1. Answer QUESTION ONE and any other TWO questions**
- 2. Show ALL your workings and be as NEAT as possible.**
- 3. Candidates are advised not to write on the question paper**
- 4. Marks allocated to each question are shown at the end of the question.**

NB: FIVE QUESTIONS. QUESTION ONE 30 MARKS, ANY OTHER TWO 20 MARKS EACH

QUESTION ONE (30 marks)

- a) Explain the importance of trade to business institutions (6mks)
- b) Describe how chain of distribution is very critical for business firms. (6mks)

(c) Explain the importance of ethics in business (8mks)

(d) Explain in details the relationship between business and society (10mks)

QUESTION TWO (20 marks)

a) Explain in details the importance of Business to the Government of Kenya (10mks)

b) Explain in details how budgeting and delegation of responsibilities help managers in business firms (10mks)

QUESTION THREE (20 marks)

a) Discuss five key objectives of business firms required to facilitate production, distribution and consumption (10mks)

b) State and describe the role of stock exchange with special emphasis on the Nairobi stock exchange (10mks)

QUESTION FOUR (20 marks)

a) Identify and explain four major business functions in an organization (10Mks)

b) Suppose you are employed as a manager with Kericho dairy farm and you have found the organization has court cases related to repayment of debts. Explain in details how you can help the farm settle indebtedness and ensure the business becomes stable. (10mks)

QUESTION FIVE (20 marks)

Identify and discuss some five forms of business ownership in Kenya. (20mks)

