



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF BUSINESS AND ECONOMICS

**UNIVERSITY EXAMINATION FOR THE BACHELOR OF BUSINESS
ADMINISTRATION**

1ST YEAR 1ST SEMESTER 2023/2024 ACADEMIC YEAR

MAIN CAMPUS/NAIROBI CAMPUS

COURSE CODE: BAB 1101

COURSE TITLE; INTRODUCTION TO BUSINESS STUDIES

EXAM VENUE: LR 2

DATE: 29/04/2024

EXAM SESSION: 9.00 – 11.00 AM

DURATION 2 HOURS

INSTRUCTIONS

- i. Answer question ONE(COMPULSORY) and any other two questions**
- ii. Candidates are advised not to write on the question paper**
- iii. Candidates must hand in their answer booklet to the invigilator while in the examination**

QUESTION ONE

- i.) Explain what you understand by the term business and suggest the value of which business enterprises can do to individuals and to national development. (10 marks)
- ii.) Enumerate the various codes of business ethics that should be practiced by a business man. (5 marks)
- iii.) What is business plan? Explain the importance of business plan (10 marks)
- iv.) Identify and explain any five forms of business ownership (5 marks)

QUESTION TWO

- a.) Explain the characteristics of a successful business owner (10 marks)
- b.) Discuss five fundamental goals of business studies (10 marks)

QUESTION THREE

- a.) Suggest current events which transform business studies. (10 marks)
- b.) Suggest five fundamental skills that a successful business manager should embrace (10 marks)

QUESTION FOUR

- a.) Explain the role of technology in business. (10 marks)
- b.) Distinguish between cooperatives and limited companies. (10 marks)

QUESTION FIVE

- i.) Give the meaning of factors of production and explain its importance (10 marks)
- ii.) Discuss the various advantages of partnership as compared to sole trader (10 marks)