



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS AND ECONOMICS
UNIVERSITY EXAMINATION FOR THE DIPLOMA OF BUSINESS
ADMINISTRATION WITH I.T
2ND YEAR 2ND SEMESTER 2018/2019 ACADEMIC YEAR
NAIROBI CITY LEARNING CENTRE

COURSE CODE: BBM 2111

COURSE TITLE: BUSSINESS STUDIES

EXAM VENUE: 12TH FL RM 1

STREAM: (BBA)

DATE: 3/12/2018

EXAM SESSION: 9:00 – 11:00PM

TIME: 2.00 HOURS

INSTRUCTIONS:

- 1. Answer Question ONE (COMPULSORY) and ANY other 2 questions.**
- 2. Candidates are advised not to write on the question paper.**
- 3. Candidates must hand in their answer booklets to the invigilator while in the examination room.**

QUESTION ONE

- 1a (i) Define the term management (1mark)
- (ii) Explain three levels of management (6mks)
- (iii) Identify the three managerial skills (3mks)
- b (i) Briefly explain the military organization structure (2mks)
- (ii) Enumerate four merits and four demerits of line organizational structure (8mks)
- c (i) Identify five ways in which planning is useful to an organization (5mks)
- (ii) Explain five main features of authority (5mks)

QUESTION TWO

- a) Define leadership and briefly describe four leadership styles (10mks)
- b) Identify five external sources of recruitment for a company (10mks)

QUESTION THREE

- a) Explain five reasons why government controls business activity (10mks)
- b) Identify and describe any four types of production systems in business (10mks)

QUESTION FOUR

- a) Identify and explain five stakeholders to whom a business owes social responsibility (10mks)
- b) Describe four external constraints on business (10mks)