



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS & ECONOMICS
UNIVERSITY EXAMINATION FOR BACCHELOR OF BUSINESS
ADMINISTRATION
FIRST ^{YEAR} FIRST SEMESTER 2018/2019 ACADEMIC YEAR
MAIN CAMPUS-PART TIME

COURSE CODE: BBM 2111

COURSE TITLE: BUSINESS STUDIES

EXAM VENUE: CL1

STREAM: (DBA)

DATE: 23/04/2019

EXAM SESSION: 12.00 – 1.30PM

TIME: 1 ½ 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

- a) Explain three roles of business enterprises in society (6 marks)
- b) List and explain the four functions of management (8 marks)
- c) Give any five advantages of computer assisted production control.(10 marks)
- d) List six advantages of good industrial relations to organizations (6 marks)

QUESTION TWO

- (a) Explain the any five external factors that influence business operations (10 marks)
- (b) State and explain any five disadvantages of a partnership form of business(10 marks)

QUESTION THREE

- (a) Discuss any five challenges managers face in the modern society(10 marks)
- (b) Explain any five hindrances to effective decision making (10 marks)

QUESTION FOUR

- (a) Explain the importance of CSR to society(10 marks)
- (b) Explain any five ways a business can use to promote ethics in the society (10 marks)

QUESTION FIVE

- (a) Productivity is a concern to most organizations. Explain ways that an organization can adopt to boost productivity (10 marks)
- (b) Discuss the marketing mix, 4Ps (10 marks)