



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS & ECONOMICS
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS
ADMINISTRATION WITH IT
1ST YEAR 1ST SEMESTER 2019/2020 ACADEMIC YEAR
MAIN CAMPUS

COURSE CODE: ABA 101

COURSE TITLE: INTRODUCTION TO BUSINESS STUDIES

EXAM VENUE:

STREAM: (BBA)

DATE:

EXAM SESSION:

TIME: 2 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.**

Q1a) Explain what you understand by the term business and suggest the value which business enterprises can do to individuals and to national development? - **10 Marks**

b) Identify four functions of business explaining the role of each function - **10 Marks**

c) Explain the characteristics of a successful business owner/entrepreneurs. - **10 Marks**

Q2a) Identify and explain the traits of any four Forms of business ownership/ Legal Forms of Business - **10 Marks**

b) Operating a business is often referred to as management process, name any five functional areas of business management and explain the roles of each area identified -

10Marks

Q3 a) Describe five fundamental goals of Business Studies - **10 Marks**

b) Explain Five Critical Areas of Learning in All Business Studies Courses - **10 marks**

Q4a) Suggest current Events which are transforming Business Studies - **10 Marks**

b) Highlight the role of Technology in Business Studies - **10 marks**

Q5a) New business managers may have challenges inherent of skills and traits; identify some of the key skills they might need to develop to make them efficient? - **10 Marks**

b) Suggest five functional skills that a successful manager should embrace – **10 marks**