



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY  
SCHOOL OF BUSINESS & ECONOMICS  
UNIVERSITY EXAMINATION FOR BACHELOR OF BUSINESS ADMINISTRATION  
WITH IT FOR FIRST YEAR FIRST SEMESTER APRIL 2017

**E- LEARNING**

COURSE CODE: ABA 101

COURSE TITLE: INTRODUCTION TO BUSINESS STUDIES

DATE:

EXAM SESSION:

TIME: 2 HOURS

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**Instructions:**

1. Questions ONE is compulsory and must be attempted.
2. Answer any other THREE from the four questions.
3. Candidates are advised not to write on the question paper.
4. Candidates must hand in their answer booklets to the invigilator while in the examination room

**QUESTION ONE**

- i. Every business venture must have the ability to clearly define targeted objectives that are set by the management. List and describe four objectives of business firms considered for success in any venture

8mks

- ii. For business organization to be successful, they must primarily fulfill some classified objectives, list and describe five clusters of business objectives. 10mks
- iii. SWOT analysis is a structured planning tool that can be used to evaluate the success or failure of any organization. Explain 4mks
- iv. With a well labeled strategic planning, indicate both the internal and external environmental factors in the above SWOT analysis 3mks

## **QUESTION TWO**

- i. Every business venture must have the ability to examine and make changes based on internal and external environmental factors in order to successfully meet the business gains. List and describe both Internal and External environmental factors to be considered for success in any business venture 8mks
- ii. Define the term Management, describing the widely accepted functions of management according to KOONTZ and O'DONNEL 7mks

## **QUESTION THREE**

- i. According to economist Milton Friedman, "*business of business is business*" within the Ethical principles. Describe Ethics in Business, highlighting its philosophy for business success 6mks
- ii. Describe distribution channel in business ventures 3mks
- iii. Highlight three types of distribution channels in business. 6mks

#### **QUESTION FOUR**

- i. Briefly describe the role of Nairobi Security Exchange in the growth of SMEs 2mks
- ii. List and describe determining factors for business venture a location 4mks
- iii. Describe economies of scale giving types in any business environment 5mks
- iv. Give a brief history of Corporation movement in Kenya 4mks

#### **QUESTION FIVE**

- i. Define effective management and leadership in Business venture 2mks
- ii. Many management scholars have proposed various functions of management describe and fill the existing gap between Geoffrey & Jerry, Henry Fayol, and Luther Gullick against the current emerging trend in digital management in business ventures today. 4mks
- iii. List and describe determining factors for business venture a location 2mks
- iv. Describe economies of scale giving types in any business environment 2mks
- v. Define business policy, describing its features in any business venture 2mks
- vi. Differentiate between Policy and Strategy 2mks
- vii. Define Business Plan, describing a step-by-step guide structure for a start-up venture 1mk