



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND  
TECHNOLOGY**

**SCHOOL OF BUSINESS & ECONOMICS  
UNIVERSITY EXAMINATION FOR DIPLOMA IN BUSINESS ADMINISTRATION  
1<sup>ST</sup> YEAR, 1<sup>ST</sup> SEMESTER 2024/2025 ACADEMIC YEAR  
MAIN CAMPUS**

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**COURSE CODE: BBM 2111**

**COURSE TITLE:** Business Studies

**EXAM VENUE: MAIN CAMPUS**

**DATE: 13/1/25**

**EXAM SESSION: 9-11.00 AM**

**DURATION: 2 HOURS**

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**INSTRUCTIONS**

1. Answer QUESTION ONE and any other THREE questions.
2. Candidates are advised not to write on the question paper.
3. Marks allocated to each question are shown at the end of the question.

### **QUESTION ONE**

- a) What is an enterprise? (2 marks)
- b) What is the purpose of Performance Appraisal to a business enterprise? (5 marks)
- c) Briefly explain FIVE management functions. (10 marks)
- d) What are the factors to consider while choosing the right business ownership structure? (8 marks)

### **QUESTION 2**

- a) Explain the key components of the production system. (10 marks)
- b) What are the factors affecting the production system? (5 marks)

### **QUESTION 3**

- a) Human Resource Management (HRM) is the corner-stone of business success. Explain the key functions of HRM. (10 marks)
- b) What are the importance of effective Human Resource Management? (5 marks)

### **QUESTION 4**

- a) What is a business plan? (2 marks)
- b) Explain the components of a business plan. (8 marks)
- c) Why is a business plan important? (5 marks)

### **QUESTION 5**

The modern business landscape is constantly evolving, pressing new challenges and opportunities. Explain the current pressing issues affecting businesses today. (15 marks)