



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF BUSINESS & ECONOMICS & SCHOOL OF EDUCATION

**UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS
ADMINISTRATION WITH IT**

1STYEAR 1STSEMESTER 2020/2021 ACADEMIC YEAR

MAIN CAMPUS

COURSE CODE: BAB 1101

COURSE TITLE: Introduction to Business Studies

Instructions

1. Answer Question ONE (COMPULSARY) and ANY other two (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.

Q1 a) You have studied the course unit 'Introduction to Business Studies explain any two benefits that you gained from it that could enhance your future career development"- 4 Marks

Any 2x2=4Marks

b) Explain five (5) roles which Business Studies play in Real-World Connections.

Any 5x2=10 Marks

c) Describe eight (8) steps you would consider before starting a viable new business

Any 8x1=8 Marks

d) Discuss 4(FOUR) key management skills that are successful business owner would require

Ant 4x2=8 Marks

Q2a) Identify ten (10) Transferable skills that can be gained from a business-related degree

Any 10x1=10 Marks

b) **Discuss** Four Common Root Causes of Business Problems showing how each problem area can affect success/failure of business

4x2.5= 10 Marks

Qn3a) Explain and five types of business ownerships and describe their typical characteristics.

5x2=10 Marks

3b) Explain Five problems which business owners could encounter if they fail to plan their ventures.

Any 5x2=10 Marks

Qn4 a) "Business planning is time consuming". Justify in five points what could motivate you to plan your business.

1x10=10 Marks

b) Describe any four financial disadvantages of owning a business

4x2.5=10 Marks

Q5a) Explain five common business problems that are easily solved with a little help from digital technology.

2x5-10 marks

5b) Identify five Common challenges which small Businesses encounter