



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

UNIVERSITY EXAMINATION 2016/2017

**1ST YEAR 2ND SEMESTER EXAMINATION FOR DIPLOMA IN BUSINESS
ADMINISTRATION**

NAMBALE LEARNING CENTRE

COURSE CODE: BBM 2111

COURSE TITLE: BUSINESS STUDIES

DURATION: 2 HOURS

INSTRUCTIONS

- 1. This paper contains 5 questions**
- 2. Answer question 1 (compulsory) and any other 2 questions**
- 3. Write all the answers in the booklet provided**

Question One

- a) Define the following terms: (4 Marks)
- i. Business studies
 - ii. Business enterprise
 - iii. Management
 - iv. Sole proprietorship
- b) Explain the importance of marketing. (4 Marks)
- c) Discuss the following factors of production. (8 Marks)
- i. Capital
 - ii. Labour
 - iii. Land
 - iv. Entrepreneur
- d) Briefly explain the following: (8 Marks)
- i. Tertiary production
 - ii. The purpose of business plan
 - iii. The trade unions major concern
 - iv. Overall purpose of human resource
- e) State three current issues in modern business. (6 Marks)

Question Two

- a) State two importance of staff motivation in an organization. (4 Marks)
- b) State four causes of conflict in an organization. (8 Marks)
- c) Briefly explain the following in a business policy document. (8 Marks)
- i. Policy statement
 - ii. Legislative and administration requirement
 - iii. Scope
 - iv. Activities to be carried out

Question Three

- a) Discuss four essential characteristics of a good business. (8 Marks)
- b) State four roles of stock exchange. (4 Marks)
- c) Discuss the following as it is applicable in marketing. (8 Marks)
- i. Referrals
 - ii. Newsletters
 - iii. Cold calling
 - iv. Guarantee
- d) State:

- i. Two internal business environments. (4 Marks)
- ii. Two management theories. (4 Marks)
- e) Draw a simple structural diagram of a business. (2 Marks)

Question Four

- a) Explain two ethical issues in product promotion. (4 Marks)
- b) Discuss the five stages of problem solving cycle. (10 Marks)
- c) State three current issues in modern business. (6 Marks)

Question Five

- a) Discuss three types of assets that are found in a business. (4 Marks)
- b) Explain four users of accounting information in a business. (6 Marks)
- c) Suggest any three market indicators. (4 Marks)
- d) Discuss the influence of political climate on the currency value of a country. (6 Marks)