



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**SCHOOL OF BUSINESS AND ECONOMICS**  
**UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS**  
**ADMINISTRATION WITH I.T**  
**1<sup>ST</sup> YEAR 1<sup>ST</sup> SEMESTER 2018/2019 ACADEMIC YEAR**  
**NAIROBI CITY LEARNING CENTRE**  
**E-LEARNING**

---

**COURSE CODE: ABA 101**

**COURSE TITLE: INTRODUCTION TO BUSINESS STUDIES**

**EXAM VENUE: 12<sup>TH</sup> FL RM 2**

**STREAM: (BBA)**

**DATE:**

**EXAM SESSION:**

**TIME: 2.00 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.**

### **QUESTION 1**

- (a) Define the term “Business” and briefly explain its objectives (10 Marks)
- (b) Regardless of whether a company is public or private, large or small, all business enterprises must consider elements that comprise their environment. Discuss the forces that affect the internal environment (10 Marks)
- (c) Government is the center of political authority having the power to govern the people it serves. It maintains and regulates orderly relationship among its citizens. State and explain the role of the government in business (10 Marks)

### **QUESTION 2**

- (a) When enterprises establish a business, they must decide on the form of business ownership they want. Explain the various factors to consider when venturing into a business (10 Marks)
- (b) When registering a company there are various documents that should be submitted to the registrar of company. Define a Memorandum of Association and explain its contents (10 Marks)

### **QUESTION 3**

- (a) Management is involved in coordinating all factors of production so that they can contribute positively to the organizational goals. Describe the functions of management (10 Marks)
- (b) There is no standard formula for the best way to organize an enterprise. Several factors have been shown to influence organizing decisions. Explain the factors affecting organizing decisions (10 Marks)

### **QUESTION 4**

- (a) Functional structure groups people together because they hold similar positions in an organization, perform a similar set of tasks, or use the same kind of skills. Describe the motivational advantages of a functional structure (10 Marks)
- (b) The managerial function of staffing involves manning the organization structure through proper and effective selection, appraisal and development of the personnel to fill the roles assigned to the employers/workforce. State and explain the nature of staffing function (10 Marks)

### **QUESTION 5**

- (a) Effective selection can be done only when there is effective matching. By selecting best candidate for the required job, the organization will get quality performance of employees. Explain the employee selection process (10 Marks)
- (b) Define a Stock Market and briefly discuss the function of stock exchange (10 Marks)