



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**SCHOOL OF BUSINESS & ECONOMICS**  
**UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS**  
**ADMINISTRATION WITH IT**  
**1<sup>ST</sup> YEAR 1<sup>ST</sup> SEMESTER 2018/2019 ACADEMIC YEAR**  
**MAIN CAMPUS**

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**COURSE CODE: ABA 101**

**COURSE TITLE: INTRODUCTION TO BUSINESS STUDIES EXAM VENUE:**

**DATE: DECEMBER, 2018**

**EXAM SESSION:**

**TIME: 2 HOURS**

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**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 One (Compulsory)**

- a) Define business and describe the main characteristics of a business. (6 marks)
- b) How does a cooperative society differ from joint stock companies? (4 marks)
- c) Define a partnership and explain how it is formed (5 marks)
- d) What is the difference between a share and a stock? (2 marks)
- e) Define channel of distribution and describe various levels of distribution (3 marks)
- f) List the functions of a retailer to manufacturers and wholesalers (5 marks)
- g) State five main features of a code of business ethics (5 marks)

**Question Two**

- a) What is meant by the term “Discipline” in a business organization? (2 marks)
- b) Briefly mention the acts of indiscipline or misconduct in a business enterprise (8 marks)
- c) Describe the responsibilities of a business enterprise to its shareholders (10 marks)

**Question Three**

- a) Briefly state the functions of channels of distribution (4 marks)
- b) Explain the factors to be considered in choosing a channel of distribution (8 marks)
- c) What are the advantages of Stock Exchange quotation? (8 marks)

**Question Four**

- a) Enumerate the social responsibilities of a business enterprise (8 marks)
- b) Discuss the various types of wholesalers (12 marks)

**Question Five**

- a) Discuss the role of co-operative movement in the Kenyan economy (10 marks)
- b) What are the main characteristics of Sole Proprietorship? (10 marks)

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