



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS & ECONOMICS
UNIVERSITY EXAMINATION FOR THE DIPLOMA OF BUSINESS
ADMINISTRATION WITH IT
1ST YEAR 2ND SEMESTER 2016/2017 ACADEMIC YEAR
KISII CAMPUS-PART TIME

COURSE CODE: BBM 2211

COURSE TITLE: BUSINESS STUDIES

EXAM VENUE:

STREAM: (BBM)

DATE:

EXAM SESSION:

TIME: 2 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 ONE

- a) Define the following terms:
- i. Sole proprietorship (1 mark)
 - ii. Partnership (1 mark)
 - iii. Preferred stock (1 mark)
- b) Discuss the importance of having a business plan before and after starting business. (8marks)
- c)
- (i) Who is a manager (2 marks)
 - (ii) A manager is a symbol or figure head. What are the managerial functions? (7 marks)
- d) Distinguish between a private limited company and public limited company? (6marks)
- e) Identify the provisions of a partnership act. (4marks)

QUESTION TWO

- a. state and explain the various sources of capital for starting a business. (4marks)
- b. Micro and macro business business environments have a significant impact on success of a business through regarded as uncontrollable. Discuss the factors of this external business environment that should be considered in depth in the decision making process of an entrepreneur (16 marks)

QUESTION THREE

- a) Define a policy (2marks)
- b) Discuss challenges faced by small scale business enterprises (18 marks)

QUESTION FOUR

a) corporate social responsibility is viewed as an important component to any business enterprise.

Discuss the importance of corporate social responsibility (CSR) to a business enterprise.

(10 marks)

b) over the last two decades many organizations operating in Kenya have undergone major restructuring of their external and internal dimensions as a result of new trends in doing business.

Elaborate on this statement and explain why this is happening. (10 marks)

QUESTION FIVE

(a) State and discuss the various characteristics of an entrepreneur as a risk taker?

(10 marks)

(b) Explain some of the challenges of operating as sole trader (10 marks)