****

**GARISSA UNIVERSITY**

**UNIVERSITY EXAMINATION 2020/2021 ACADEMIC YEAR ONE**

**SECOND SEMESTER EXAMINATION**

**SCHOOL OF BUSINESS AND ECONOMICS**

**FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT**

**COURSE CODE: BBM 112**

**COURSE TITLE: INTRODUCTION TO BUSINESS**

**EXAMINATION DURATION: 2 HOURS**

**DATE: 20/08/2021 TIME: 3.00-5.00 PM**

**INSTRUCTION TO CANDIDATES**

* **The examination has FIVE (5) questions**
* **Question ONE (1) is COMPULSORY**
* **Choose any other TWO (2) questions from the remaining FOUR (4) questions**
* **Use sketch diagrams to illustrate your answer whenever necessary**
* **Do not carry mobile phones or any other written materials in examination room**
* **Do not write on this paper**

**This paper consists of TWO (2) printed pages *please turn over***

**QUESTION ONE (COMPULSORY)**

1. Describe the objectives of business **(5 marks)**
2. Describe seven principles of management **(7 marks)**
3. Any individual venturing into business needs to first consider some factors. Explain any four factors **(8 marks)**
4. Assume you are the manager of a telecommunications company and the company has not been performing well for the past few years and the board needs you to improve and emerge the best company within the market. Discuss the factors that will shape the degree of market competition (**10 marks)**

**QUESTION TWO (20 MARKS)**

1. Discuss the controllable and uncontrollable variables that determine the performance of a business organization  **(10 marks)**
2. 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. In light of this statement, describe the role of Government in business**. (10 marks)**

**QUESTION THREE (20MARKS)**

1. As a manager, explain the ways through which you can improve ethical behavior in an organization **(5 marks)**
2. Describe the functions of stock exchange **(5 marks)**
3. Describe the functions of a manager **(5 marks)**
4. Describe the key stakeholders in a business **(5 marks)**

**QUESTION FOUR (20 MARKS)**

1. Managers’ decisions vary with their level in the organization. Each level requires different skills to perform different functions. Explain different levels of management. **(6 marks)**
2. The partnership agreement entails different elements. State and explain some of these (6 marks
3. Describe the classification of mergers **(8 marks)**

**QUESTION FIVE (20 MARKS)**

1. Describe any five functions of a distribution channel **(5 marks)**
2. Describe some of the characteristics of partnerships  **(5marks)**
3. Discuss the advantages and disadvantages of sole proprietorship **(10 marks)**