



GARISSA UNIVERSITY

UNIVERSITY EXAMINATION **2017/2018** ACADEMIC YEAR **ONE**
SECOND SEMESTER EXAMINATION

SCHOOL OF BUSINESS AND ECONOMICS

FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT

COURSE CODE: BBM 100

COURSE TITLE: INTRODUCTION TO BUSINESS

EXAMINATION DURATION: 3 HOURS

DATE: 19/04/18

TIME: 2.00-5.00 PM

INSTRUCTION TO CANDIDATES

- The examination has **SIX (6)** questions
- Question **ONE (1)** is **COMPULSORY**
- Choose any other **THREE (3)** questions from the remaining **FIVE (5)** 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)

- (a) explain the different types of business firms **[7 marks]**
- (b) Describe the similarities between jobbers and brokers **[8 marks]**
- (c) Quotation is consent by the stock exchange for companies' securities to be dealt with in the stock market i.e. to be bought and sold in the stock market. In reference to this statement, discuss the advantages and disadvantages of quotations **[10 marks]**

QUESTION TWO

- (a) Citing examples, discuss the concept of social responsibility of a business **[5 marks]**
- (b) 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 help you know the attractiveness and future potential growth **[10 marks]**

QUESTION THREE

Discuss the controllable and uncontrollable variables that determine the performance of a business organization **[15 marks]**

QUESTION FOUR

- (a) explain some of the principles of management **[3 marks]**
- (b) Differentiate between licensing and joint ventures **[4 marks]**
- (c) Describe the classification of mergers **[8 marks]**

QUESTION FIVE

- (a) Describe the functions of stock exchange **[4 marks]**
- (b) As a manager, how can you improve ethical behavior in an organization **[5 marks]**
- (c) The partnership agreement entails different elements. State and explain some of these **[6 marks]**

QUESTION SIX

- (a) Explain and give examples of any three ways of classifying sources of finance by firms **[3marks]**
- (b) Any individual venturing into business needs to first consider some factors. Explain any four factors **[4 marks]**
- (c) Discuss the business of business **[8 marks]**

