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**GARISSA UNIVERSITY**

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

**THIRD 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: 06/08/18 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)**

1. Describe any five functions of a distribution channel **[5 marks]**
2. Explain the key stakeholders in a business **[8 marks]**
3. 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. **[12 marks]**

**QUESTION TWO**

1. Who is stockjobber? State and explain the three types of jobbers. **[7 marks]**
2. Describe the similarities between jobbers and brokers  **[8 marks]**

**QUESTION THREE**

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

**QUESTION FOUR**

1. Discuss the business of business **[5 marks]**
2. Describe the Porters five forces model **[10 marks]**

**QUESTION FIVE**

1. Describe the functions of management **[5 marks]**
2. Discuss the difference between sole proprietorship and partnership **[10 marks]**

**QUESTION SIX**

1. Describe some of the principles of management  **[3 marks]**
2. 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]**
3. The partnership agreement entails different elements. State and explain some of these **[6 marks]**