



(University of Choice)

**MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY
(MMUST)
UNIVERSITY EXAMINATIONS
2021/2022 ACADEMIC YEAR**

**FIRST YEAR FIRST SEMESTER EXAMINATIONS
FOR THE DEGREE
OF
BACHELOR OF COMMERCE**

COURSE CODE: BCB 101

COURSE TITLE: INTRODUCTION TO BUSINESS MANAGEMENT

DATE MONDAY, 25TH JULY 2022 TIME: 11:00 – 1:00PM

INSTRUCTIONS TO CANDIDATES

1. Answer Question One (Compulsory) and any other TWO Questions
2. Do not write anything on the question paper. All rough work be done in answer booklet and crossed.

Question One

- a) The environment within which organizations conduct their business is always changing. Identify and explain internal and external sources the various forces that may affect business. Show how you will cope with the challenges brought in by the mentioned forces. (20 marks)
- b) You have been appointed as a Human Resource Manager of Krispark Multinational Company. Discuss the activities that you shall undertake in such a position. (10 marks)

Question Two

- (a) You have been selected by your manager to give a speech to new employees during orientation on ethics and professionalism at workplace. Explain to them how you will cultivate ethical climate in your organization. (10 marks)
- (b) Mr. Junta intends to open a supermarket near your home market. He has identified you as a business partner. Explain the contents of a partnership deed.

Question Three

- a) Explain the reasons for promoting cooperative societies in Kenya (10 marks)
- b) Explain the five bases of segmentation that you can refer to when producing a product for your clients (10 marks)

Question Four

- (a) Explain the concept of corporate social responsibility and argue for and against corporate social responsibility. (10 marks)
- (b) You are a Marketing Manager of Kakamega Confectioners Ltd. Your intent is to market various products to the clients including the remote locations. Explain the significance of such exercise (10 marks).