

30



**MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY
(MMUST)**

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR**

**FIRST YEAR FIRST SEMESTER
MAIN EXAMINATIONS**

**FOR CERTIFICATE
IN
BUSINESS MANAGEMENT**

COURSE CODE: CBAB 100

COURSE TITLE: INTRODUCTION TO BUSINESS STUDIES

DATE: TUESDAY, 6TH/12/2022 TIME: 9:00 - 11:00AM

INSTRUCTIONS TO CANDIDATES

Question ONE (1) is compulsory
Answer ANY OTHER TWO questions

TIME: 2 Hours

MMUST observes ZERO tolerance to examination cheating

This Paper Consists of 4 Printed Pages. Please Turn Over ►

QUESTION ONE (COMPULSORY 30 MARKS)

- a) Small and Medium Enterprises (SMEs) owners are often faced with the challenge financing their business. Suggest to such owners **SEVEN** sources of finances they would use to run their businesses. (7 marks)
- b) Explain **FOUR** uses of stock exchange markets to their potential users. (4 marks)
- c) Businesses and Firms do not operate on a vacuum rather they are carried out in given environments. In line to this statement, explain **FIVE** external business environment which you interacted with in this course. (10 marks)
- d) i) Explain **FIVE** management functions to any serious operating business in the Kenyan economy. (7marks)
- ii) Define the term Business Studies. (2 marks)

QUESTION TWO (20 MARKS)

- a) Explain **FIVE** importance of studying Introduction to Business Studies to a Certificate student taking Business Management in MMUST. (10marks)
- b) Explain **FIVE** types of business ownership you interacted with while studying this course. (10 marks)

QUESTION THREE (20 MARKS)

- a) Explain **SIX** arguments for the social responsibility of business. (12 marks)
- b) Partners are classified according to the role they play, their liabilities, their age and capital contributions; having gained this knowledge, explain **FOUR** classifications of partners under Business Ownership. (8 Marks)

QUESTION FOUR (20 Marks)

- a) Explain **FOUR** importance of business to the society to which they operate or serve. (8 marks)
- b) explain the following terms;
- i) Mergers (2 marks)
- ii) Joint Ventures (2 marks)
- iii) Franchise holders (2 marks)
- iv) Internal Economies of Scale (2 marks)