



*(University of Choice)*

**MASINDE MULIRO UNIVERSITY OF  
SCIENCE AND TECHNOLOGY  
(Kisumu Campus)**

**UNIVERSITY EXAMINATIONS  
2015/2016 ACADEMIC YEAR  
FIRST YEAR FIRST SEMESTER EXAMINATIONS**

**FOR THE DEGREE  
OF  
BACHELOR OF COMMERCE**

**COURSE CODE:           BCB 101**

**COURSE TITLE:           ACCOUNTING AND FINANCIAL MANAGEMENT**

**DATE: June 2016**

**TIME: 2 Hours**

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**INSTRUCTIONS TO CANDIDATES**

**Answer question One and any other Two questions**



### **QUESTION ONE**

A business organization can be viewed as an open system which continuously interacts with its external environment.

- a) Using an illustration, describe the open system model as used in the study of business organization. **(10 Marks)**
- b) Explain how the external environment influences the operations of a business organization. **(10 Marks)**pg 230

### **QUESTION TWO**

- a) What is meant by the social responsibility of a business? **(5 Marks)**
- b) Explain the major arguments for and against business social responsibility that have often been expressed in the social responsibility debates. **(10 Marks)**
- c) Explain how business could be socially responsible in each of the following areas:
  - i. The Government.
  - ii. The suppliers.
  - iii. Creditors.
  - iv. The Community
  - v. The customers**(5 Marks)**

### **QUESTION THREE**

With reference to the planning function, explain:

- a) The benefits of planning to an organization **(5 marks)**
- b) Constraints to effective planning **(10 marks)**
- c) Ways of overcoming constraints to effective planning **(5 marks)**

### **QUESTION FOUR**

- a) Discuss with examples five separate dichotomies of risks you know **(10 Marks)**
- b) Discuss the risk management Process **(10 Marks)**

### **QUESTION FIVE**

- a) Outline the importance of marketing to the society **(6 Marks)**
- b) Identify the elements of marketing mix and discuss the concept of product as it relates to each of them. **(14 Marks)**

