

WAO



(University of Choice)

**MASINDE MULIRO UNIVERSITY OF  
SCIENCE AND TECHNOLOGY  
(MMUST)  
UNIVERSITY EXAMINATIONS  
2022/2023 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, 19<sup>TH</sup> / 12 / 2022**

**TIME: 3:00 – 5:00PM**

**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) A community where business operates from has many escalating expectations. As a practicing business expert identify and explain any such two expectations that you may be required to address (10 marks)
- b) Explain the composition of business environment and show its implication on business operations (10 marks)
- c) Identify characteristics of management (10 marks)

### Question Two

- a) You have been appointed as a manager of Mem Enterprises. One of your duties is to assign duties and responsibilities to members of staff. Identify the levels of management that you may refer to clearly indicating the skills required for such levels (10 marks)
- b) After being appointed as a financial controller of Magena Producer limited, you have been given an important task inducting your members of staff. Explain key principles of financial management that will be included in your presentation (10 marks).

### Question Three

- a) You have been appointed as a Manager in charge of all employees of Mwamba Multinational Company. Discuss the functions that you shall undertake in such a position. (10 marks)
- b) You have been tasked with starting a cooperative society for members of Nyakinywa group where you belong. Explain the principles that shall guide you during that exercise (10 marks)

### Question Four

- (a ) You are a Marketing Manager of Kakamega Manufacturers Ltd. Your intent is to market various products to the clients including the remote locations. Explain how you shall segment your market (10 marks)
- (b) Kilimo Limited a firm that deals with processing of farm products has appointed you as their receiver manager. Your major task is to assist the firm to be stable. Identify and explain how you shall mobilize the finances for the firm to succeed (10 marks).

### Question Five

- (a) Your family has been running a small business of baking bread. For the last few years her productivity has grown immensely. They have sought for advise on how to enlarge the business. Advise them on requirements of starting a public limited company (10 marks)
- (b) Explain advantages of starting partnership business (10 marks)