



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

**UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR
FIRST YEAR FIRST SEMESTER
FOR THE DEGREE
OF
BACHELOR OF COMMERCE**

COURSE CODE: BCB 101

**COURSE TITLE: INTRODUCTION TO BUSINESS
MANAGEMENT**

DATE: FRIDAY, 14TH APRIL 2023 TIME: 12:00 – 2:00PM

INSTRUCTIONS TO CANDIDATES

1. THE PAPER CONTAINS FIVE QUESTIONS
2. ATTEMPT THREE QUESTIONS
3. QUESTION ONE IS COMPULSORY

SECTION A

QUESTIONS ONE (30MKS)

As The CEO of a reputable firm, you have convened a conference for stakeholders on strategies to grow your organization for which you require approval.

- a) Convince them on the need for your organization involvement in CSR activities (10mks)
- b) Enlighten them on business trends in the 21st Century (5mks)
- c) Explain the functions of management (15mks)

SECTION B (CHOOSE ANY TWO QUESTIONS)

QUESTION TWO

- a) You are a business consultant and a client would like advise on the type of business he could invest in. Why would you suggest to him a limited company as the best form of business? (10mks)
- b) Explicitly define the role of a risk management officer in the organization (10mks)

QUESTION THREE

- a) What is training and development? (2mks)
- b) Do you think employee training is beneficial to an organization? Discuss (8mks)
- c) How can managers improve ethical behaviour in their organizations (10mks)

QUESTION FOUR

- a) Describe various responsibilities that businesses have towards
 - i) Community (5mks)
 - ii) Environment (5mks)
- b) Mr. Cole is an upcoming entrepreneur who intends to start a business that he hopes will be a very large holding by the end of 50 years. Advise him on how he may choose the type of business to invest in. (10mks)

QUESTION FIVE

- a) Outline FIVE characteristics of a corporate business organizations (5mks)
- b) Managers within an organization have specific functions to perform despite their level. Discuss the FIVE functions of a manager (5mks)
- c) Discuss main concepts of accounting (10mks)