(*University of Choice*)

MASINDE MULIRO UNIVERSITY OF SCIENCE AND TECHNOLOGY (MMUST)

SCHOOL BASED UNIVERSITY MAIN EXAMINATIONS 2023/2024 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE

COURSE CODE: **BCB 101**
COURSE TITLE: **INTRODUCTION TO BUSINESS STUDIES**

DATE: MONDAY, 18TH/12/2023 **TIME:** 2:00PM - 4:00PM

INSTRUCTIONS TO CANDIDATES
*Answer question **ONE** and any other **TWO** questions*

TIME: **2 HOURS**

MMUST observes ZERO tolerance to examination cheating

This Paper Consists of 3 Printed Pages. Please Turn Over.

QUESTION ONE

a) The business environment within which organizations conduct their business is continuously changing. Discuss the various forces that may affect business. Show how you will cope with the challenges brought in by the mentioned forces. (10 marks)

b) Discuss the functions of Human Resource Management Department in a multinational company. (10 marks)

(c) Discuss the main factors to be considered while selecting a business objective. (10 marks)

QUESTION TWO

a) Explain the circumstances that may lead to dissolution of partnership (10marks)

b) Discuss the characteristics of management (10 marks)

QUESTION THREE

(a) Mr. Juma intends to open a supermarket near your home market. He has identified you as a business partner. Propose to him the possible sources of funding that you may bank on in order to realize your dream. (10 marks)

b) Explain the merits of cooperative societies (10 marks)

QUESTION FOUR

(a) Explain the concept of corporate social responsibility and argue for and against corporate social responsibility. (10 marks)

b) Discuss the main features of a good business that you know (10 marks)