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(*University of Choice*)

MASINDE MULIRO UNIVERSITY OF SCIENCE AND TECHNOLOGY
(MMUST)

UNIVERSITY MAIN EXAMINATIONS

2023/2024 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER EXAMINATION

FOR THE DEGREE
OF
BACHELOR OF COMMERCE

COURSE CODE: BCB 113

COURSE TITLE: INTRODUCTION TO BUSINESS MANAGEMENT

DATE: TUESDAY 16TH APRIL 2024 **TIME**: 8.00-10.00 AM

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 2 Printed Pages. Please Turn Over.

SECTION A

QUESTIONS ONE (30MKS)

1. a) The objectives of a firm are the purpose for which the firm is in business. Discuss six objectives of a business (6 marks)

   b) Explain and write brief notes on the advantages and disadvantages of the following.
   i) Sole proprietorship (8 marks)

   ii) Partnership (8 marks

   iii) Limited Company (8 marks)

SECTION B

ANSWER ANY TWO QUESTIONS

2. a) Accounting functions are those sets of financial systems that help in the bookkeeping of financial information in the organization, financial analysis, summary creation, and reporting of transactions and act as the backbone for almost any business. Why is it important to have accounting systems? (10 marks)

   b) Explain five advantages of using computerized accounting software in today's businesses. (10 marks)

3. a) What is Corporate Social Responsibility (CSR)? (2 marks)

   b) Explain the four main components of corporate social responsibilities (CSR) as part of the CSR Pyramid. (8 marks)

   c) External business environment are those factors that a business cannot control. These exist beyond a business' jurisdiction and supervision limit. External components influencing a business environment are further classified into two categories, Micro Environment and Macro Environment. Define Micro environment and give examples. (10mks)

4. a) What are the five 5 basic functions of the management? Explain the specific activities involved in each function? (10 marks)

   b) i) What is affirmative action? (2 marks)

ii) Discuss the importance of affirmative action. (8 marks)

5. a) You have been employed as a human resource manager in an organization. What are some of your responsibilities as a human resource manager? (10marks)

b) What is training and development? (2 marks)
Mr. Kibali Mushii is a new employee. Explain to him why you think employee training and development is beneficial to an organization? (8 marks)