



MUEO

# MOI UNIVERSITY

OFFICE OF THE DEPUTY VICE CHANCELLOR  
(ACADEMICS, RESEARCH, EXTENSION & STUDENT AFFAIRS)

## UNIVERSITY EXAMINATIONS 2022/2023 ACADEMIC YEAR

FOR THE DEGREE OF

**BACHELOR  
OF**

**BUSINESS MANAGEMENT**

**COURSE CODE:** BBM 110/BSM 100D

**COURSE TITLE:** INTRODUCTION TO BUSINESS

**DATE:** 14<sup>TH</sup> DECEMBER, 2022 **TIME:** 9.00 A.M. – 12.00 P.M

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### INSTRUCTION TO CANDIDATES

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(ISO 9001:2015 Certified Institution)

## **BBM 110 / BSM 100 INTRODUCTION TO BUSINESS**

**INSTRUCTION: ANSWER QUESTION 1 AND ANY OTHER THREE QUESTIONS**

### **QUESTION 1**

- a. A matrix structure is sometimes regarded as a hybrid. Illustrate by use of a suitable diagram the organization design of a matrix **(5 marks)**
- b. Corruption has become endemic in the Kenyan society and this is quickly eroding business values. Outline the government agencies that can be used to reduce or eliminate this vice. **(5 marks)**
- c. The use of technology has contributed significantly towards making businesses run more efficiently. Outline the attributes of a computer . **(5 marks)**
- d. Business organizations have an obligation to its stakeholders. Identify who they are and what their expectations are **(10 marks)**

### **QUESTION 2**

What are the major contents of the Memorandum of Association and the Articles of Association **(15 marks)**

### **QUESTION 3**

While having lunch at a popular restaurant with a couple of friends, the topic of corporate social responsibility arises and opinion is divided on its suitability in contemporary management practice. Argue your case for and against CSR **(15 marks)**

#### QUESTION 4

- a. Business models often assist entrepreneurs align their aspirations to achievement of their objectives, describe eight business models that you are familiar with. (8 marks)
- b. The COVID-19 pandemic negatively impacted and severely damaged the Kenyan economy. As an entrepreneur running a business, explain the steps you would take to help mitigate the spread of corona virus. (7 marks)

#### QUESTION 5

- a. Outline the elements of the macro environment (10 marks)
- b. The Governor of your county is a friend and you would like to incorporate him into a company that you wish to register, he however wishes to remain incognito. Under which category of partner would he fall under (5 marks)

#### QUESTION 6

- a. Outline the differences between formal and informal organizations (7 marks)
- b. Explain how you would carry out a PESTEL analysis (8 marks)