

MOI UNIVERSI

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:

14TH DECEMBER, 2022

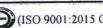
TIME: 9.00 A.M. - 12.00 P.M

INSTRUCTION TO CANDIDATES

SEE INSIDE.

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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)

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)