



MUEO

MOI UNIVERSITY

**OFFICE OF THE DEPUTY VICE CHANCELLOR, ACADEMIC
AFFAIRS, RESEARCH & EXTENSION**

**UNIVERSITY EXAMINATIONS
2014/2015 ACADEMIC YEAR**

FIRST YEAR END OF SEMESTER IV EXAMINATIONS

EXECUTIVE MBA PROGRAMME

EXAM CODE:- BBM 101

COURSE TITLE:- INTRODUCTION TO BUSINESS

DATE:- 23RD SEPTEMBER, 2014 TIME:- 2.00P.M. – 5.00P.M.

INSTRUCTION TO CANDIDATES

➤ SEE INSIDE.

THIS PAPER CONSISTS OF (2) PRINTED PAGES

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Instructions: Answer question *one* and any other *three* questions.

1. Question one

- a. The business of business is business and the business of government is not business.
 - i) Discuss this statement (6 marks).
 - ii) Explain conflicts that may arise between businesses and the government due to their opposing objectives and suggest how these conflicts can be overcome (4 marks).
- b. Giving examples distinguish between a public company and a statutory company (4 Marks).
- c. Explain the concept of business ethics (3marks).
- d. Compare and contrast management practices of a public company and a cooperative organization (8 marks).

2. Question two

A company that designs aircraft parts has been contracted to furnish QK airline with engine parts. In testing these parts Clemente the Quality Officer discovers that the parts do not meet technical specifications by a very small margin. The management of the company reasons that the functionality of simulated tests are very extreme and if they do not pass these parts the company will lose the contract and may even close down rendering many employees jobless. To sweep the problem under the rug, Clemente has to sign a report he knows is fraudulent.

Using various ethical theories discuss Clemente's course of action (15 marks).

3. Question Three

Explain government roles under the following themes

- a. Government as a promoter and protector of business (8marks).
- b. Government as a direct participant in business (7marks).

4. Question Four

- a. Define the concept of entrepreneurial development (3 marks)
- c. Discuss the benefits of entrepreneurship to a developing economy like Kenya (12 marks).

5. Question Five

- a. Under what circumstances is limited company preferable to a partnership (6 marks)
- b. How does financing of companies differ from that of sole proprietorship (6 marks)
- c. Explain advantages of a hybrid form of business (3 marks)

6. Question 6

At your place of work one fine morning you encounter the organization managers engaged in a debate on whether to continue engaging in social responsibility. The Accountant argues it is a total waste of money while the Marketing Manager argues Social Responsibility is essential for business sustainability. Discuss your views on this debate (15 marks).