



MUEO

MOI UNIVERSITY

OFFICE OF THE CHIEF ACADEMIC OFFICER

UNIVERSITY EXAMINATIONS 2012/2013 ACADEMIC YEAR

FIRST YEAR END OF SEMESTER I/II EXAMINATIONS

**FOR THE DEGREE OF
BACHELOR OF BUSINESS MANAGEMENT**

EXAM CODE:- BBM 101

COURSE TITLE:- INTRODUCTION TO BUSINESS

DATE:- 21ST MARCH, 2013

TIME:- 2.00P.M. - 5.00 P.M.

INSTRUCTION TO CANDIDATES

➤ **SEE INSIDE.**

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BBM 101 INTRODUCTION TO BUSINESS

INSTRUCTIONS: ANSWER QUESTION ONE AND ANY THREE QUESTIONS

Question one

- a) Classify and explain three types of business activities. (6 marks)
- b) Explain the functions of consumer cooperatives. (8 marks)
- c) Many obstacles are faced when exchanging goods, show how commerce removes such obstacles. (5 marks)
- d) Outline the benefits of E- commerce to an organization. (6 marks)

Question Two

- a) Explain the main purpose of state enterprises. (8 marks)
- b) Discuss the impact of environment on business operations. (7 marks)

Question Three

Explain the importance of ethics in business. What constitutes unethical behavior? (15 marks)

Question Four

- a) Highlight the qualities of a successful entrepreneur. (6 marks)
- b) Show how entrepreneurship contributes to the economy. (9 marks)

Question Five

“The business of business is to do business and thus secure social and economic end”.

Discuss. (15 marks)