



MUEO

**MOI UNIVERSITY**

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

**UNIVERSITY EXAMINATIONS  
2014/2015 ACADEMIC YEAR**

***FIRST YEAR END OF SEMESTER EXAMINATIONS***

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

**EXAM CODE:-           BBM 110**

**COURSE TITLE:-    INTRODUCTION TO BUSINESS**

**DATE:- 2<sup>ND</sup> DECEMBER, 2015**

**TIME:- 9.00A.M. – 12.00NOON.**

---

INSTRUCTION TO CANDIDATES

➤ SEE INSIDE.

THIS PAPER CONSISTS OF (1) PRINTED PAGES

PLEASE TURN OVER

# BBM 110 INTRODUCTION TO BUSINESS

## ANSWER QUESTION ONE AND ANY OTHER THREE

### QUESTION ONE

- a) "Corporate social responsibility is gradually turning to a modern business management concept. One group scholars feel it's a waste of shareholders wealth while the other argue is guarantees sustainability "Discuss this statement putting forward a strong argument for and against CSR (15 marks)
- b) It's a common talk that the main objective of a business is to make profit. Do you agree with this statement? If yes why? If not why not? (10 marks)

### QUESTION TWO

- a) Sole proprietor form is believed to be the oldest form of business ownership. What are the silent features of this kind of business? (8 marks)
- b) There is a certain view that a cooperative society is a hybrid between a partnership and corporations" discuss where this is true or not highlighting the feature of each form of ownership (7 marks)

### QUESTION THREE

"A business concern cannot operate in isolation; there are forces that shape every business". Critic this statement pointing out the importance of understanding a business's environment. What's the the nature of business environment? (15 marks)

### QUESTION FOUR

- a) There is a dominant view that the "government cannot do business". Discuss this statement (10 marks)
- b) What is the rationale of privatization? (5mark)

### QUESTION FIVE

- a) Demystify the concept of "Management" "leadership" and administration. (6 marks)
- b) What are the common functional areas of managers irrespective of the form and nature of the business/organization? (9 marks)

### QUESTION SIX

Write some short notes on the following concepts as used in business.

- i) Business Model
- ii) Business ethics
- iii) Stakeholders
- iv) Governance
- v) Business objective

(15 marks)