

BBM 110: Introduction to Business
September 2015 Exam for Executive Master of Business Administration

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

Question One

- a. Exhaustively define the concept of business and delineate how businesses maximize profits (10 marks)
- b. Giving examples distinguish between a public company and a private company and comment on their financing (4 Marks).
- c. Explain the concept of e-commerce (3marks).
- d. Describe the role of wider society in business operations (4marks).
- e. Describe the key functional departments of a business organization (4 marks).

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 because the margin of error is so small Clemente should pass the designs or else! Borrowing from your knowledge of business ethics discuss this statement (15 marks).

Question Three

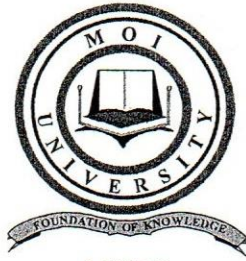
Explain government roles under the following themes

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

Question Four

African school of Aviation (ASA) has developed a master plan with key intent of doubling student enrollment and running its training programs on cost recovery basis. After the implementation of this master plan over a period of ten years, ASA hopes to stop depending on the government for budgetary support. You are required to develop the following derived plans from the master plan:

- a) Marketing plan (5 marks)
- b) Financial Plan (5 marks)
- c) Human Capital plan (5 marks)



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MOI UNIVERSITY

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

**UNIVERSITY EXAMINATIONS
2014/2015 ACADEMIC YEAR**

4TH SEMESTER EXAMINATIONS

**FOR THE DEGREE OF
MASTER OF BUSINESS ADMINISTRATION**

EXAM CODE:- BBM 110

COURSE TITLE:- INTRODUCTION TO BUSINESS

DATE:-1ST OCTOBER, 2015

TIME:-9.00A.M. – 12.00NOON.

INSTRUCTION TO CANDIDATES

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