

CHUKA

UNIVERSITY



UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF CERTIFICATE IN BUSINESS
MANAGEMENT**

CIBM 00111: INTRODUCTION TO BUSINESS MANAGEMENT

STREAMS: CIBM

TIME: 2 HOURS

DAY/DATE: MONDAY 27/09/2021

11.30 A.M. – 1.30 P.M.

INSTRUCTIONS

- **Answer question one (Compulsory) and any other two**
- **Do not write on the question paper**

Question one

- A. Explain five possible methods of identifying a business opportunity. (5 marks)
- B. Explain five importance of a partnership deed. (5 marks)
- C. Leadership is a process by which an executive directs, guides and influences the work of others. Amplify this statement and discuss the importance of leadership in business management. (10 marks)
- D. Discuss five causes of business failure in Kenya. (10 marks)

Question two

- A. Discuss the functional areas of business management. (10 marks)
- B. State and explain any five activities that are essential in facilitating smooth flow of goods and services from producer to consumer (aids to trade) (10 marks)

Question three

- A. State and explain five business stakeholders and their expectations out of business. (10 marks)
- B. Discuss the various disadvantages of forming a partnership form of business. (10 marks)

Question four

- A. Discuss five characteristics of a business. (10 marks)
 - B. Mwangi is contemplating to establish a supermarket in Ndagani, near Chuka university. Explain to him five environmental factors that he needs to consider pointing out how the factors can affect his business. (10 marks)
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