

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

CHUKA & THARAKA

**FIRST YEAR EXAMINATION FOR THE AWARD OF DEGREE
OF BACHELOR OF COMMERCE**

BCOM 101: INTRODUCTION TO BUSINESS

STREAMS: BCOM (Y1S1)

TIME: 2 HOURS

DAY/DATE: MONDAY 02/12/2019

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS: Answer question ONE (Compulsory) and TWO questions

QUESTION ONE

- (a) Business is an economic activity, which is related with continuous and regular production and distribution of goods and services for satisfying human needs. In support of the above statement describe the characteristics of a business [10 marks]
- (b) Individuals with strong leadership skills in the business world often rise to executive positions such as CEO, president and chairman. State and explain leadership skills in business. [10 marks]
- (c) Professor Haney defines joint stock companies as voluntary associations which are distinct and different from the owners or shareholder. In the light of this statement identify distinctive features of joint stock companies. [10 marks]

QUESTION TWO

- (a) Identify and discuss any five co-operative principles by which co-operatives put their values into practice. [10 marks]
- (b) Management in business is responsible for the formation and implementation of business policies and strategies. Discuss various functions of business management. [10 marks]

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QUESTION THREE

- (a) Define the term partnership as a form of a business and some of advantages associated with this form of enterprise. [10 marks]
- (b) Identify and discuss any five types of business activities [10 marks]

QUESTION FOUR

- (a) What are some of the reasons why business should engage positively with the society through social corporate responsibilities [10 marks]
 - (b) In practice a capitalist types of economy will need some government intervention, primary to protect private property. Identify some of the characteristics of capitalistic economic system. [10 marks]
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