

CHUKA



UNIVERSITY

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CHUK & EMBU

EXAMINATION FOR THE AWARD OF CERTIFICATE IN PROCUREMENT  
AND BUSINESS MANAGEMENT

CIBM 00111: INTRODUCTION TO BUSINESS MANAGEMENT

STREAMS: CIBM

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 07/8/2019

8.30 A.M. – 10.30 A.M.

**INSTRUCTIONS:** Answer question ONE and any other TWO

**QUESTION ONE**

- (a) Identify the various characteristic of a business [5 marks]
- (b) Explain to Janet an investor the various environmental factors she should consider before establishing a business [10 marks]
- (c) Highlight 5 contents of a partnership deed [5 marks]
- (d) Highlight the reasons why a business should embrace corporate social responsibility [10 marks]

**QUESTION TWO**

- (a) State and explain the principles of management [10 marks]
- (b) Explain the various classes of business that fall under industry classification [10 marks]

**QUESTION THREE**

- (a) Kipkorir won the Beijing marathon race and received 72 million for the jackpot. He has come to you seeking advice on which form of business he should start. State and explain to him the importance of establishing a company as a form of business. [10 marks]
- (b) Identify and explain the aids to trade that assist businesses to efficiently carry out their daily activities [10 marks]

**QUESTION FOUR**

- (a) Explain 5 leadership styles that are practiced by management in an organization [10 marks]
- (b) Discuss the various disadvantages of a partnership form of business [10 marks]
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