

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**CHUKA AND EMBU CAMPUES**

**EXAMINATION FOR THE AWARD OF DIPLOMA IN ACCOUNTANCY AND  
BUSINESS MANAGEMENT**

**DIBM 0111: INTRODUCTION TO BUSINESS MANAGEMENT**

**STREAMS: Y1S1**

**TIME: 2 HOURS**

**DAY/DATE: TUESDAY 06/08/2019**

**8.30 A.M. – 10.30 A.M.**

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**INSTRUCTIONS:**

- **Answer question one and any other two questions**
- **Do not write on question paper**

**QUESTION ONE**

- (a) Describe any five contents of a partnership deed. (10 marks)
- (b) Expound on any five features that characterize a mixed economic system. (10 marks)
- (c) Discuss the importance of controlling as a function of management. (5 marks)
- (d) Outline five reasons for venturing into business. (5 marks)

**QUESTION TWO**

- (a) Explain the relevance of any five functional areas of management to the organization. (10 marks)
- (b) State any five types of financial institutions and their main functions. (10 marks)

**QUESTION THREE**

- (a) Corporate social responsibility encompasses the economic, legal, ethical and philanthropic expectations placed on organizations by society at a given point in time. Discuss. (12 marks)

- (b) Distinguish between capital markets and money markets. (8 marks)

**QUESTION FOUR**

- (a) Business operates in an open system with which it must interact with to survive. Explain any five internal elements that a business must interact with showing their effect on business operations. (10 marks)
- (b) Persons intending to form a joint stock company are required to furnish the registrar of companies with specific documents. What are these documents and what are their purposes? (10 marks)
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