

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

CHUKA & EMBU

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

DIBM 0111: INTRODUCTION TO BUSINESS MANAGEMENT

STREAMS: DIBM YISI

TIME: 2 HOURS

DAY/DATE: TUESDAY 03/12/2019

8.30 AM – 10.30 AM

INSTRUCTIONS:

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO

QUESTION ONE

- (a) Explain 5 causes of business failure in Kenya today. [5 marks]
- (b) Enumerate 5 components of a partnership deed. [5 marks]
- (c) James is contemplating to establish a business near Chuka University. Explain to him five environmental factors that he needs to consider pointing out how these factors can affect his business. [10 marks]
- (d) Outline 5 classifications of industries. [5 marks]
- (e) Briefly explain 5 possible methods of identifying a business opportunity. [5 marks]

QUESTION TWO

- (a) State and explain the various documents required by the registrar of companies when a new company is seeking incorporation/registration. [10 marks]
- (b) State and explain any 5 activities that are essential in facilitating smooth flow of goods and services from producer to consumer (aids to trade). [10 marks]

QUESTION THREE

- (a) 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]
- (b) Discuss the role played by a stock exchange system. [10 marks]

QUESTION FOUR

- (a) State and explain the essential elements of a good plan as applied in business management. [10 marks]
 - (b) Define the term social responsibility. [2 marks]
 - (c) State and explain 4 sections of the society that a business should be responsible to and clearly indicate how it should exercise that responsibility. [8 marks]
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