

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**FIRST YEAR EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF
ENTREPRENEURSHIP AND ENTERPRISE MANAGEMENT**

BEEM 121: INTRODUCTION TO BUSINESS

STREAMS: BEEM Y1S1

TIME: 2 HOURS

DAY/DATE: FRIDAY 06/12/2019

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS:

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

- Q1. (a) Explain clearly the nature of business. (10 marks)
- (b) Differentiate between trade, industry and commerce explaining the main characteristics of each. (10 marks)
- (c) Discuss various services that make trade possible. (10 marks)
- Q2. (a) Explain the distinguishing features of partnership form of business organization. (4 marks)
- (b) Distinguish between private limited company and public limited company. (10 marks)
- Q3. (a) Discuss economic environment of business in Kenya today. (10 marks)
- (b) The main motive of business is to make profit. How is this supported by social responsibility of business? (10 marks)
- Q4. (a) Success of business organization is largely attributed to institutionalized and operationalized managerial functions. Explain clearly the managerial functions giving relevant examples. (10 marks)
- (b) Explain the applicable economic systems in the world today. (10 marks)
-