

THARAKA



UNIVERSITY

COLLEGE

UNIVERSITY EXAMINATIONS

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 06/04/2020

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

- Answer question ONE and any other TWO questions
- Do not write on the question paper

QUESTION ONE (30 MARKS)

- (a) Explain clearly the meaning and nature of business [10 marks]
- (b) You have been consulted by a group of persons who would like to form a company.
Prepare a proposal on how public limited company can be formed. [10 marks]
- (c) Discuss the auxiliaries to trade [10 marks]

QUESTION TWO (20 MARKS)

- (a) Discuss economic environment of a business [10 marks]
- (b) Explain various economic systems found in the world today [10 marks]

QUESTION THREE (20 MARKS)

- (a) Explain the functions of financial markets in Kenya [10 marks]
- (b) Discuss the case for and against corporate social responsibility [10 marks]

QUESTION FOUR (20 MARKS)

- (a) Describe any five emerging issues and practices effecting business management in Kenya [10 marks]
- (b) Outline the marketing mix of a business [5 marks]
- (c) Controlling is the process of ensuring that the organization is moving in the desired direction and that progress is being made towards the achievement of goals. In this regard highlight the controlling process [5 marks]
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