

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EMBU CAMPUS

**EXAMINATION FOR THE AWARD OF DEGREE OF DOCTOR OF
COMMERCE**

BCOM 101: INTRODUCTON TO BUSINESS

STREAMS: Y1S1

TIME: 2 HOURS

DAY/DATE: FRIDAY 12/4/2024

11.30 A.M. – 1.30 P.M.

Instructions: Answer question ONE and any other TWO questions

1. (a) Discuss five possible methods of identifying a business opportunity. (10 marks)
- (b) Discuss the role played by a stock exchange system. (10 marks)
- (c) Why leadership is important in a business organization. (5 marks)
- (d) What are the qualities of a good leader? (5 marks)

2. (a) What is frauchise in business terms? Explain the requirement, advantages and disadvantages. (10 marks)
- (b) What advise can you give to Kenyans who want to from company's and practice business? (10 marks)

3. (a) Discuss any five auxiliaries to trade/aids and their importance or objectives. (10 marks)
- (b) Highlight why the principles of management are important in a business organization. (10 marks)

4. (a) Mention five types of partnerships explaining how thy work in Kenya business terrain. (10 marks)
- (b) Why is business difficult in Kenya? (10 marks)