



UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF BACHELOR OF EDUCATION IN ARTS

BUST 111: INTRODUCTION TO BUSINESS MANAGEMENT

STREAMS: ODEL

TIME: 2 HOURS

DAY/DATE: FRIDAY 13/12/2024

8.30 A.M – 10.30 A.M

INSTRUCTIONS:

Answer question one and any other two

Question 1

- a. Recently you have identified a need in your community and a would wish to start a company to help meet this need. Discuss the different steps that you would undergo when forming a company. (10 marks)
- b. Technological environment keeps on changing and creating challenging circumstances for the organization. Discuss different technological changes that have enabled many organizations in attaining their goals (10 marks)
- c. Businesses uses different aids of trade to ensure that the goods and services reach the target customers. Discuss the factors that determine the choice of distribution channel a business may use. (10 marks)

Question 2

- a. Differentiate between a franchise and a venture form of business and clear state the advantages a business stand to gain by entering into a venture business with another organization. (10 marks)
- b. Discuss the different role played by capital markets stating how they enable businesses to achieve their objectives. (10 marks)

Question 3

- a. A business is not easy to start and operate especially because of the external environment that is complex and flexible. Briefly discuss what one would want to fulfill by starting a business. (10 marks)
- b. Briefly discuss five arguments for and against corporate social responsibility. (10 marks)

Question 4

- a. Planning is a very important function of management. Discuss the benefits of adhering to plans of the organization. (10 marks)
 - b. Discuss the reasons why you would advise your friend against joining cooperatives in Kenya. (10 marks)
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