

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

CHUKA, EMBU CAMPUS AND NAIROBI CAMPUS

EXAMINATION FOR THE AWARD OF DIPLOMA IN BUSINESS MANAGEMENT

DIBM 0111: INTRODUCTION TO BUSINESS

STREAMS: DIBM / DHRM/ DIAC

TIME:2 HOURS

DAY/DATE: TUESDAY 17/12/2024

2.30 P.M. –4.30 P.M.

INSTRUCTIONS:

- Answer question ONE (Compulsory) and any other TWO questions.
- Do not write on the question paper

QUESTION ONE 30 MARKS

- a) Upon completion of her Diploma in Business, Bahati decided to team up with his classmate Rukia to start a butchery business
- (i) What type of business can they start together, justify your answer? (2 marks)

- (ii) Explain four disadvantages of this type of business undertaking (8 marks)
- b) Explain at least 6 characteristics of a business (6 marks)
- c) Define the following terms
 - (i) Capitalist Economic System (2marks)
 - (ii) Corporate Social Responsibility (2marks)
 - (iii) Common Seal (2 marks)
- d) Outline the components of a business plan (8marks)

QUESTION TWO 20 MARKS

- a) Briefly explain five functions of Management. (10 marks)
- b) Discuss the various types of Economic Systems and give two advantages of each system (10 marks)

QUESTION THREE 20 MARKS

- a) Briefly explain any three functional areas of Management (6 marks)
- b) Identify and explain two types of Financial markets (4 marks)
- c) Discuss five arguments against Social Responsibility (10 marks)

QUESTION FOUR 20MARKS

- a) Critically discuss the External environment of a business (10 marks)
 - b) Discuss various ways in which a partnership can be dissolved (10 marks)
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