

CHUKA

UNIVERSITY



UNIVERSITY EXAMINATIONS

CHUKA/EMBU/NAIROBI CAMPUS

EXAMINATION FOR THE AWARD OF DIPLOMA IN BUSINESS MANAGEMENT
AND DIPLOMA IN PROCUREMENT AND LOGISTICS MANAGEMENT

DIBM 0111: INTRODUCTION TO BUSINESS MANAGEMENT

STREAMS: DIBM, DPLM

TIME: 2 HOURS

DAY/DATE: MONDAY 11/08/2025

8.30 A.M. – 11.30 A.M.

INSTRUCTIONS:

TIME: 2 HOURS

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

QUESTION ONE

- Every business must consider some of the Socio- cultural factors that may influence its operations. Discuss five sociocultural factors that may affect a business. (10 marks)
- Discuss sales and marketing as a functional area of business management (5 marks)
- Explain the auxiliaries or aids to trade (10 marks)
- Discuss five major characteristics of a business (5 marks)

QUESTION TWO

- Highlight five advantages and five disadvantages of sole proprietorship form of business undertaking (10 marks)
- Distinguish between a public limited company and a private limited company (10 marks)

QUESTION THREE

- An industry is a production of wealth, discuss five classifications of industries (10 marks)
- A business cannot exist in isolation. There must be an interaction between the business and its surroundings. Discuss five business stakeholders and how the business can be responsible towards them. (10 marks)

QUESTION FOUR

- a) Discuss the economic factors that may affect a business and its operations (10 marks)
- b) Highlight 5 arguments for corporate social responsibility. (5 marks)
- c) Explain what is a financial market and discuss the two types of financial markets (5 marks)

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