



GRETSA UNIVERSITY - THIKA

UNIVERSITY EXAMINATIONS JANUARY – APRIL 2017 SEMESTER

BACHELOR OF COMMERCE

COURSE CODE: BCBA 100

COURSE TITLE: INTRODUCTION TO BUSINESS

DATE: 4 APRIL 2017

TIME: 11.30 AM – 2.30 PM

INSTRUCTIONS TO CANDIDATES

1. SECTION A IS **COMPULSORY**.
2. SECTION B: ANSWER ANY OTHER **THREE** QUESTIONS.
3. **DO NOT** WRITE ANYTHING ON THIS QUESTION PAPER AS IT WILL BE AN EXAM IRREGULARITY.
4. ALL ROUGH WORK SHOULD BE AT THE BACK OF YOUR ANSWER BOOKLET AND CROSSED OUT.

CAUTION: All exam rooms are under CCTV surveillance during the examination period.

SECTION A: COMPULSORY

Question 1

- a) Identify the key characteristics of limited liability partnerships (10 Marks)
- b) What are some of the factors that influence the choice of a form of business(10 Marks)
- c) Describe the various types of production methods (10 Marks)
- d) Distinguish between marketing and selling (10 Marks)

SECTION B: ANSWER ANY OTHER THREE QUESTIONS

Question 2

Human resource management is critical for any business. It is said that a business will just as good as its human resource capacity.

- a) What is the nature and scope of Human Resource Management (10 Marks)
- b) What are the main factors that motivate employees of a company (10 Marks)

Question 3

All businesses are formed and continue to exist so as to maximize profit. In order to do that, it has to have proper system for its finances.

- a) Explain what you understand by the term Business finance (5 Marks)
- b) Outline the nature of financial management (5 Marks)

- c) Describe the significance and scope of financial management (10 Marks)

Question 4

Marketing is critical for any business to exist and continue to survive in a competitive business environment. Without marketing, there is no business to manage.

- a) Describe the concept of marketing (5 Marks)
- b) Explain marketing mix and its key features (5 Marks)
- c) Describe the key functions of marketing (10 Marks)

Question 5

There will not be any business without entrepreneurs and the business will not continue to exist without managers.

- a) Distinguish between an entrepreneur and a manager (10 Marks)
- b) Distinguish between an entrepreneur and an intrapreneur (10 Marks)