



GRETSA UNIVERSITY - THIKA

UNIVERSITY EXAMINATIONS JANUARY – APRIL 2019 SEMESTER

FOUNDATION CERTIFICATE

COURSE CODE: G UFC 003

COURSE TITLE: ESSENTIALS OF BUSINESS STUDIES

DATE: 11 APRIL 2019

TIME: 11.30 AM – 1.30 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 One

- a) Define the term business and give three benefits of business studies to a learner. **[8 marks]**
- b) Describe any four external environment factors in a business. **[8 marks]**
- c) Describe any five objectives of a business. **[10 marks]**
- d) Define the term production and identify the four main factors of production. **[10 marks]**
- e) Highlight any four forms of a business organization. **[4 marks]**

SECTION B: ANSWER ANY THREE QUESTIONS

Question Two

- a) Entrepreneur is a person who identifies business opportunities and gets the necessary resources in order to start a business. Highlight any five functions of an entrepreneur. **[10 marks]**
- b) Describe at least five general functions of a manager in a company. **[10 marks]**

Question Three

- a) What is the difference between a businessman and an entrepreneur? **[4 marks]**
- b) Identify the three common levels of management in an enterprise. **[6 marks]**
- c) Outline any five factors of external environment of a business. **[10 marks]**

Question Four

- a) Describe five factors that may lead to success or failure of a business. **[10 marks]**
- b) Give the meaning of the term management. **[2 marks]**
- d) Planning and controlling is often described as the 'Siamese' twins of management. It involves four main elements. Describe the four elements. **[8 marks]**

Question Five

- a) What is the difference between a need and a want? **[4 marks]**
- b) Outline any five advantages of marketing **[10 marks]**
- c) Describe the four major elements in the marketing mix. **[6 marks]**