



GRETSA UNIVERSITY - THIKA

UNIVERSITY EXAMINATIONS JANUARY-APRIL 2025 SEMESTER

FOUNDATION CERTIFICATE

COURSE CODE: G UFC 004

COURSE TITLE: BASICS IN BUSINESS STUDIES

DATE: 5 APRIL 2025

TIME: 11.00 AM – 1.00 PM

INSTRUCTIONS TO CANDIDATES

1. SECTION A IS **COMPULSORY**.
2. SECTION B: ANSWER ANY OTHER **TWO** 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) Give the meaning of the term business. **[2 marks]**
- b) Identify five objectives of a business. **[10 marks]**
- c) Define the term production and list the four main factors of production. **[10 marks]**
- d) Describe the two main types of business environment. **[8 marks]**

SECTION B: ANSWER ANY TWO QUESTIONS

Question Two

- a) Highlight the five main functions of management. **[10 marks]**
- b) Businesses are started based on their form of organization. Identify five forms of business organizations. **[10 marks]**

Question three

- a) List five stakeholders of a business. **[10 marks]**
- b) Give the meaning of the term management and highlight the three levels of management. **[10 marks]**

Question Four

- a) Highlight six qualities of an entrepreneur. **[12 marks]**
- b) How does marketing help a business? **[8 marks]**

Question five

- a) List four functions of a human resource manager. **[8 marks]**
- b) Describe the four components of marketing mix. **[12 marks]**