

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**YEAR ONE EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF
COMMERCE**

BCOM 101: INTRODUCTION TO BUSINESS

STREAMS: BCOM Y1S1

TIME: 2 HOURS

DAY/DATE: MONDAY 04/07/2016

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

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

- Q1. (a) Explain the meaning and the relative importance of business in the Kenyan economy. (10 marks)
- (b) Discuss the auxiliaries to trade. (10 marks)
- (c) Compare private limited company and public limited company. (10 marks)
- Q2. Discuss the world economic systems. (20 marks)
- Q3. (a) Explain how the economic factors affect business organization in Kenya. (10 marks)
- (b) Discuss the elements of management. (10 marks)
- Q4. Give an argument for and against the corporate social responsibility (CSR) (20 marks)
-