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**University Examinations 2015/2016**

SECOND YEAR, FIRST SEMESTER EXAMINATION FOR THE DIPLOMA IN BUSINESS ADMINISTRATION, DIPLOMA IN PURCHASING AND SUPPLIES MANAGEMENT.

**BFD 2202: BUSINESS STUDIES**

**DATE: AUGUST 2016 TIME: 11/2 HOURS**

**INSTRUCTIONS: -** *Answer question* ***one*** *and any other* ***two*** *questions*

**QUESTION ONE (30 MARKS)**

1. Briefly define the following terms:
2. Business enterprise (2 marks)
3. Business opportunity (2 marks)
4. Franchise (2 marks)
5. Business networking (2 marks)
6. Explain the role of government in enterprise development (10 marks)
7. Explain the forms of legal ownership of a business (6 marks)
8. State six management traits that managers use in daily activities. (6 Marks)

**QUESTION TWO (20 MARKS)**

1. Explain the importance of using a business plan in the business enterprise. (12 marks)
2. Explain the strategies which the Kenyan government can undertake to conserve business environment. (8 marks)

**QUESTION THREE (20 MARKS)**

Explain the following emerging trends of business enterprise in the Kenyan economy

1. Globalization (5 marks)
2. Outsourcing (5 marks)
3. E-commerce (5 marks)
4. Trade exhibition (5 marks)

**QUESTION FOUR (20 MARKS)**

Explain the professional code of ethics in business enterprise. Why should business develop codes of ethics? (20 marks)

**QUESTION FIVE (20 MARKS)**

1. Explain the motivations of networking in a business enterprise, citing examples. (10 marks)
2. Explain the reasons for business enterprise partnership. (10 marks)