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**University Examinations 2015/2016**

FIRST YEAR FIRST SEMESTER EXAMINATION FOR THE

DEGREE OF

BACHELOR OF COMMERCE

**BFB 3104: INTRODUCTION TO BUSINESS**

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

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

**QUESTION ONE (30 MARKS)**

1. Explain the relevance of the social Darwinism theory to today’s business (5 marks)
2. Discuss the major forms of business ownership showing the importance of each form (10 marks)
3. Discuss the objectives of business enterprises and show how each of the objectives discussed can be met. (10 marks)
4. Discuss the elements/features of a business enterprise policy. (10 marks)

**QUESTION TWO (20 MARKS)**

1. Discuss the internal environment of a business enterprise (10 marks)
2. Ethics in business is a necessary value. Discuss the importance of ethics in businesses.

(5 marks)

1. Argue for and against corporate social responsibility concept. (5 marks)

**QUESTION THREE (20 MARKS)**

1. Discuss sources of business ideas showing what type of business idea can be sourced from each of these sources. (10 marks)
2. Discuss the marketing mix concept (10 marks)

**QUESTION FOUR (20 MARKS)**

1. Discuss the characteristics of a business enterprise (7 marks)
2. Discuss the conditions of starting a company in Kenya as per the company act. (7 marks)
3. What are the challenges of starting and establishing a business enterprise in Kenya (6 marks)

**QUESTION FIVE(20 MARKS)**

1. Discuss the economic activities associated with business enterprises. (10 marks)
2. Discuss the concept of Franchising in business. (10 marks)