

PWANI UNIVERSITY COLLEGE
A CONSTITUENT COLLEGE OF KENYATTA UNIVERSITY
UNIVERSITY EXAMINATIONS 2008/2009 ACADEMIC YEAR

1ST YEAR 1ST SEMESTER EXAMINATION FOR THE DEGREE OF
STREAM: BACHELOR OF COMMERCE (BCOMMS)

CBA 100: BUSINESS STUDIES

END SEMESTER: I

TIME: 2 HOURS

DAY/TIME: THURSDAY: 5.00 – 7.00 P.M

DATE: 27/11/2008

INSTRUCTIONS

- Answer ALL questions
- Marks are indicated in brackets ()

QUESTION ONE

Recently many organizations have been involved in preparation of strategic plans.

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|----|--|---------|
| a) | Discuss the nature of planning. | (8 mks) |
| b) | Why do organizations engage in planning? | (8 mks) |
| c) | What are the activities that are involved in planning? | (9 mks) |
| | Total | (25mks) |

QUESTION TWO

Justify the existence of a stock exchange market in an economy. (15 mks)

QUESTION THREE

What factors hinder effective delegation of authority and responsibility in an organization? Suggest ways to counter these factors. (15 mks)

QUESTION FOUR

- | | | |
|----|--|----------|
| a) | Marketing is a process. Discuss. | (10 mks) |
| b) | i) What is human resources management? | (1 mk) |
| | ii) Briefly explain the methods of establishing human resource requirements. | (4 mks) |