



A Constituent College of Kenyatta University

**UNIVERSITY EXAMINATIONS 2012/2013 ACADEMIC YEAR**

**1<sup>ST</sup> YEAR EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE**

**COURSE CODE/ TITLE: BBA 100: BUSINESS STUDIES**

**END OF SEMESTER I**

**DURATION: 3 HRS**

**DAY/TIME: TUESDAY 9.00AM – 12.00PM**

**DATE: 04.12.12**

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**INSTRUCTIONS:**

**Answer Question One and any other Three**

**Question One**

Utility is the ability of a good or service to satisfy the needs of the customers. In view of this fact, explain how a business man can use the Maslow's hierarchy of need to justify the aforesaid. **(25marks)**

**Question Two**

Briefly discuss the role of corporate social responsibility in improving business performance. **(15marks)**

**Question Three**

Discuss the elements of an input and output model of a business and how it relates to Business performance. **(15marks)**

**Question Four**

Outline the contents of the following documents used in registering a company.

- a) Article of Association
- b) Memorandum of Association

### **Question Five**

Describe the following business terminologies.

- a.) Debentures
- b.) Joint Stock Company
- c.) Privatisation
- d.) The utilitarianism concept