



UNIVERSITY EXAMINATIONS 2013/2014 ACADEMIC YEAR
1ST YEAR EXAMINATION FOR THE DEGREE OF BACHELOR OF
COMMERCE

COURSE CODE/TITLE: BBA 100: BUSINESS STUDIES

END OF SEMESTER: I

DURATION: 3 HOURS

DAY/TIME: FRIDAY: 3.00 TO 6.00 P.M.

DATE: 13/12/2013 (LTN)

INSTRUCTIONS

Answer question **ONE** and any other **TWO**.

Question One

For objectives of a business to be achieved, entities rely heavily on various stake holders and entities to realize such goals and objectives. In light of this:

- a) Discuss the four broad objectives of a business enterprise. (8 marks)
- b) Briefly outline any four internal and four external stakeholders of a business. (8 marks)
- c) Why do you think many business entities fail to realize their goals? (8 marks)
- d) Write short notes on any three forms of business ownerships you know. (6 marks)

Question Two

- a) Customer is king is a statement that may determine the survival of a business entity. Mention any six ways a manager can ensure customers experience such reality. (12 marks)
- b) Why is it important to do a SWOT analysis? (8 marks)

Question Three

- a) Development of business and product ideas follow systematic process before they can fully be adopted in the market. Outline what happens in every stage. (12 marks)
- b) Discuss any four ethical issues that organizations should strive to observe. (8 marks)

Question Four

- a) The achievement of business goals is highly determined by the kinds of strategies employed by an organisation. Discuss the three major levels of strategies we have with examples. (6 marks)
- b) What four challenges can sudden expansion of business create? (8 marks)

Question Five

What do you understand by the following terminologies and how are they important in running business entities? (20 marks)

- i) Staffing:
- ii) Finance:
- iii) Marketing:
- iv) Accounting:
- v) Management: