



UNIVERSITY EXAMINATIONS 2012/2013 ACADEMIC YEAR
1ST YEAR EXAMINATION FOR THE DEGREE OF BACHELOR OF
COMMERCE

COURSE CODE/TITLE: BBA 100: BUSINESS STUDIES
(EVENING CLASS)

END OF SEMESTER:II

DURATION: 3 HOURS

DAY/TIME:.....

DATE:

INSTRUCTIONS

Answer question ONE and any other THREE.

Question One

- a) Business Firms and the government must work together for the mutual benefit of both of them. Discuss the validity of this statement in view of Business setup. **(10 marks)**
- b) By use of the Maslow's hierarchy of need describe the difference between needs and wants and how a Businessman can satisfy both. Give appropriate examples. **(15 marks)**

Question Two

Environment presents both opportunities and constraints to organizations. Discuss this statement in view of the business environment. **(15 marks)**

Question Three

- a) Define a joint stock company and conditions required to register the same. **(6 marks)**
- b) Describe the contents of a Memorandum of Association. **(7 marks)**

Question Four

- a) Outline the major Managerial functions and suggest how they are useful to a Business firm. **(5 marks)**
- b) How can a Businessman Use power and Authority to Influence Business performance. **(10 marks)**

Question Five

Describe the following Business terminologies. (3 marks each) **(15 marks)**

- a) Economic utility
- b) Business Ethics
- c) Dividends
- d) Redeemable preference shares
- e) Effectiveness.