



**UNIVERSITY EXAMINATIONS 2013/2014 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 HOURS**

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

**DATE: 13/12/2013 (LTN)**

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**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: