

**W1-2-60-1-6**

**JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY**

# **UNIVERSITY EXAMINATIONS 2014/2015**

**SECOND YEAR FIRST SEMESTER SPECIAL/SUPPLEMENTARY EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS INFORMATION TECHNOLOGY**

**HBC 2105 : BUSINESS STUDIES**

**DATE: AUGUST 2014 TIME: 2 HOURS**

**INSTRUCTIONS: ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS . MARKS WILL BE AWARDED FO R CORRECT, CLEAR AND LOGICAL ANSWERS.**

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**QUESTION ONE**

1. Explain the economic varieties affecting the small business sector in Kenya. [10 marks]
2. Briefly illustrate the process of recruitment and selection. [12 marks]
3. Write brief notes on
4. Mission
5. Vision
6. Business objectives
7. Business strategy [8 marks]

**QUESTION TWO**

1. Explain the characteristics and advantages of batch production system over mass production system. [12 marks]
2. Explain the inside –out- respective in business. [8 marks]

**QUESTION THREE**

1. Explain the sources of capital available for SMES in Kenya. Which is the best source? Why? [12 marks]
2. Explain the trial plan process [8 marks]

**QUESTION FOUR**

Explain the key features of management. [20marks]

**QUESTION FIVE**

1. Explain the role of managers as pressed by Henry Mutzberg. [10 marks]
2. Explain the contents of a partnership deed. [10 marks]