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**University Examinations 2014/2015**

FIRST YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE

**BFB 3104: INTRODUCTION TO BUSINESS**

**DATE: AUGUST 2015 TIME: 2HOURS**

**INSTRUCTIONS:** *Answer question* ***one*** *and any other* ***two*** *questions*

**QUESTION ONE (30 MARKS)**

1. Enumerate Michael Porter’s five forces of competition (5 Marks)
2. Mr. Hamisi and Mr. Rahim are trading independently. They intend to convert their business into an ordinary partnership. What advantages will the partnership have? (5 Marks)
3. Explain circumstances under which a limited company may wind up (5 Marks)
4. Write short notes on the following:-
5. Social responsibility (3 Marks)
6. Mergers (3 Marks)
7. Commerce (3 Marks)
8. Explain the uses of WI-FI in business today (6 Marks)

**QUESTION TWO (20 MARKS)**

1. Discuss the functions of management used in managing an organization (10 Marks)
2. Explain the responsibilities of a business to an employee suffering from HIV/AIDS (10 Marks)

**QUESTION THREE (20 MARKS)**

1. Multinationals extend their business operation to two or more countries. What are the challenges facing multinationals (10 Marks)
2. Suggest and explain types of distribution channels that a producer may use to take goods to customers (10 Marks)

**QUESTION FOUR (20 MARKS)**

1. Businesses exist to achieve certain ends in the society. Discuss the major objectives of a business (10 Marks)
2. As a manager in XYZ Ltd, what five main groups should your business organization be socially responsible to (10 Marks)

**QUESTION FIVE (20 MARKS)**

1. Explain any five pricing strategies that a business owner should take into account when pricing products and services (10 Marks)
2. Discuss the advantages that a franchisee enjoys from a franchise arrangement (10 Marks)