



**MASENO UNIVERSITY**  
**UNIVERSITY EXAMINATIONS 2017/2018**

**FIRST YEAR SECOND SEMESTER EXAMINATION FOR  
THE DEGREE OF BACHELOR OF BUSINESS  
ADMINISTRATION WITH INFORMATION  
TECHNOLOGY**

**CITY CAMPUS**

**ABA 101:INTRODUCTION TO BUSINESS STUDIES**

Date: 7th May 2018

Time 5.30 - 7.30pm

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**INSTRUCTIONS:**

- Answer Question ONE and any other THREE questions.
- Question ONE carries 25 Marks and the rest 15 Marks each.



## **QUESTION ONE**

a) All businesses exist to serve certain objectives. Explain these objectives

**(10 Marks)**

b) Discuss the areas of social responsibility businesses have to various stakeholders

**(15 marks)**

## **QUESTION TWO**

Describe citing examples the Input-Output Model of a business organization/Firm

**(15 marks)**

## **QUESTION THREE**

Explain the factors that have led to failure of small businesses in Kenya.

**(15 marks)**

## **QUESTION FOUR**

Management knowledge is essential to assist managers and management executives achieve their set objectives. Describe the FIVE functions of management in business

**(15 marks)**

## **QUESTION FIVE**

Explain the role of Nairobi stock exchange.

**(15 marks)**

## **QUESTION SIX**

Describe the various ways in which a government can regulate economic activities in Kenya

**(15 marks)**