

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

JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY

# **UNIVERSITY EXAMINATIONS 2018/2019**

FIRST YEAR FIRST SEMESTER EXAMINATION FOR THE CERTIFICATE IN BUSINESS ADMINISTRATION

**HCB 0101: INTRODUCTION TO BUSINESS**

DATE: APRIL 2019 TIME: 2 HOURS

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**INSTRUCTIONS:**

**ANSWER QUESTION ONE AND ANY OTHER TWO QUESTONS**

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**QUESTION ONE [30 MARKS]**

1. Explain your understanding of the term marketing concept. [2 marks]
2. Define the terming marketing mix. [2 marks]
3. Discuss unique properties of production orientation. [10 marks]
4. What are the disadvantages of E-commerce ? [4 marks]
5. Explain the term marketing [2 marks]
6. Discuss key CSR issues [8 marks]
7. What do you understand by the term Islamic Social Responsibility? [2 marks]

**QUESTION TWO [20 MARKS]**

1. Distinguish public limited company and private limited companies giving relevant examples. [5 marks]
2. Discuss advantages of starting a company over a partnership business arrangement giving relevant examples. [10 marks]

**QUESTION THREE [20 MARKS]**

1. Explain the relationship between goods and services. [5 marks]
2. Discuss characteristics of goods. [10 marks]

**QUESTION FOUR [15 MARKS]**

1. What are the initiatives of money making as discussed in the protestant ethic? [5 marks]
2. Discuss the significance of trade in the business context. [10 marks]

**QUESTION FIVE [20 MARKS]**

1. Kenya is a fast growing economy with a very competitive business climate. In view of the above statement discuss the various marketing orientations giving relevant examples. [10 marks]
2. Explain the significance of marketing orientation giving relevant examples. [5 marks].