



MURANGA UNIVERSITY COLLEGE
(A constituent College of Jomo Kenyatta University of Agriculture & Technology)

MAIN CAMPUS
UNIVERSITY EXAMINATIONS
2014/2015 ACADEMIC YEAR
FIRST YEAR ONE SEMESTER EXAMINATIONS
FOR THE DIPLOMA IN BUSINESS MANAGEMENT.

COURSE CODE: DBA1111

COURSE TITLE: INTRODUCTION TO BUSINESS

DATE: 17th August 2015

TIME: 2 HOURS

INSTRUCTIONS TO CANDIDATES

- 1) Question one is compulsory**
- 2) Attempt any other two questions**

SECTION A

QUESTION ONE:

- a) Highlight the main activities of production control **(6 marks)**
- b) With appropriate examples explain the various consumers buying motives **(6 marks)**
- c) Describe three different types of mergers **(6 marks)**
- d) Explain the procedure for carrying out human resource planning **(6 marks)**
- e) State the short term sources of funds for enterprise such as safaricom **(6 marks)**

QUESTION TWO:

- a) Explain the key features of a limited liability partnership (LLP) **(10 marks)**
- b) Distinguish between recruitment and selection **(10 marks)**

QUESTION THREE

- a) Explain the key components of production control **(10 marks)**
- b) As a marketing agent your organization/company, explain how you can be society responsible to the consumer **(10 Marks)**

QUESTION FOUR

- a) Explain the coordination advantage of a matrix organization structure **(10 marks)**
- b) Describe the elements of a physical distribution system **(10 marks)**

QUESTION FIVE

- a) Describe the stages of decision making process **(12 marks)**
- b) Describe the marketing process **(8 marks)**



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FOR THE DIPLOMA IN BUSINESS MANAGEMENT.

SUPPLEMENTARY EXAM

COURSE CODE: DBA1111

COURSE TITLE: INTRODUCTION TO BUSINESS

DATE:

TIME: 2HOURS

INSTRUCTIONS TO CANDIDATES

1) Question one is compulsory

2) Attempt any other two questions

SECTION A

QUESTION ONE

- a) Assume you have attended an interview for a production manager position and have been asked to explain the difference between intermittent production . Explain yourself to the panel. **(6 marks)**
- b) describe the principle of comparatives **(6 marks)**
- c) What drives entrepreneurs to incorporate their enterprises'? **(6 marks)**
- d) what are the motives behind corporate social responsibility **(6 marks)**
- e) explain six pricing strategies **(6 marks)**

(TOTAL 30 MARKS)

SECTION B

QUESTION TWO:

- a) Discuss four ethical frameworks that will guide you in making sound business decisions **(10 marks)**
- b.) Identify and discuss four challenges that face multinational organizations **(10 marks)**

QUESTION THREE

- a) Discuss the financial instruments trade in the capital market (10 marks)
- b.) Discuss the implication of the product life circle for marketing life manager (12 marks)

QUESTION FOUR

- .a) Explain the coordination advantage and disadvantage (10marks)
- b.) Discuss internal recruitment as a method of filling job position in an organization (10 marks)

QUESTION FIVE

- a) Describe the effect of culture on organization structure (10 marks)
- b.) The directing function is said to be the ‘life spark of an enterprise . ‘ discuss (10 marks)

MOUNT KENYA UNIVERSITY

UNIVERSITY EXAMINATION 2010/2011

SCHOOL OF APPLIED SOCIAL SCIENCES

DEPARTMENT OF BUSINESS MANAGEMENT

UNIT CODE: BBM 1132 TITLE: INTRODUCTION TO BUSINESS STUDIES

TIME 2 HOURS

INSTRUCTIONS

ANSWER QUESTIONS ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

1. A highlight the main activities of production control (6 marks)
- b. with appropriate examples explain the various consumers buying motives(6 marks)
- c. describe three different types of mergers (6 marks *
- d. explain the procedure for carrying out human resource planning (6 marks)

- e. state the short term sources of funds for enterprise such as safaricom (6 marks)
- 2.a explain the key features of a limited liability partnership (LLP) (10 marks)
- b. distinguish between recruitment and selection (10 marks)
- 3.a explain the key components of production control (10 marks)
- b. as a marketing agent your organization/company, explain how you can be society responsible to the consumers
- 4.a explain the coordination advantage of a matrix organization structure (10 marks)
- b. describe the elements of a physical distribution system (10 marks)
- 5.a describe the stages of decision making process (12 marks)
- b. describe the marketing process (8 marks)