



MURANGA UNIVERSITY COLLEGE

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

MAIN CAMPUS

ORDINARY UNIVERSITY EXAMINATIONS

2014/2015 ACADEMIC YEAR

FIRST YEAR SECOND SEMESTER EXAMINATIONS

FOR THE DIPLOMA OF COMMERCE

COURSE CODE: DAB 1111

**COURSE TITLE: INTRODUCTION TO BUSINESS
SUPPLEMENTARY**

Section A:

QUESTION ONE:

- a) What are the four steps in the ethical decision-making process? (4 marks)
- b) What are the “five forces” that drive competition in an industry? (5 marks)
- c) What are the four quadrants of the Balanced Scorecard? (12 marks)
- d) According to Kaplan what are the four areas of customer concern?(4marks)
- e) What are the buckets of a CEOs’s responsibilities? (5 mark)

SECTION B:

QUESTION TWO:

- a) What are the driving forces of competition? (5 marks)
- b) State how many factors on upon which competition stems from? (15 marks)

Question three:

- a) list down any four profitability ratios?(4marks)
- b) write short notes on earning per share and how its computed?(10 marks)
- c) How is dividend to yield ratio calculated,explain briefly its importance and meaning?
(6 marks)

Question four.

- a) Define the term stock market?(1 mark)
- b) Explain the functions of the stock exchange?(9 marks)
- c) Define ten terms used in the stock exchange. (10 marks)