

MURANG'A UNIVERSITY COLLEGE

(A CONSTITUENT COLLEGE JOMO KENYATTA UNIVERSITY OF AGRICULTURE & TECHNOLOGY)

DIPLOMA IN BUSINESS MANAGEMENT supplementary

COURSE TITLE INTRODUCTION TO BUSINESS

COURSE CODE: DBA1111

ACADEMIC YEAR 2015/2016

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)

SECTION B:

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 consumers (10 marks)

QUESTION FOUR

- .a explain the coordination advantage of a matrix organization structure (10 marks)
- b. describe the element 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)