



MURANG'A UNIVERSITY COLLEGE

(A Constituent College of Jomo Kenyatta University of Agriculture and Technology)

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF COMMERCE

UNIVERSITY EXAMINATIONS

MAIN CAMPUS

SUPPLEMENTARY: 2015/2016 ACADEMIC YEAR

YEAR ONE SEMESTER ONE EXAMINATIONS

**DIPLOMA IN BUSINESS MANAGEMENT & CERTIFICATE IN BUSINESS
MANAGEMENT (DBM & CBM)**

COURSE CODE: DBA 1111

COURSE TITLE: INTRODUCTION TO BUSINESS

DATE: 1ST JULY 2016

TIME: 2 HOURS

INSTRUCTIONS TO THE CANDIDATES

This paper consist of *four* Questions

Question one (1) is Compulsory

Answer Any Other **Two (2)** Questions

MRUC observes ZERO tolerance to examination irregularities

SECTION A:

QUESTION ONE:

- a) What are some of the reasons for starting a business? (10 marks)
- b) List and explain any forms of business you know. (10 marks)
- c) You are a manager in a business what are some of the functions you will have to perform in your business day to day. (10 marks)

SECTION B:

QUESTION TWO:

- a) Discuss some of the arguments for corporate social responsibility. (10 marks)
- b) What are the benefits that a firm benefits due to participation in corporate social responsibility? (10marks)

QUESTION THREE:

- a) Define marketing mix and explain it exhaustively. (10 marks)
- b) What are the main principles of marketing? (10 marks)

QUESTION FOUR:

- a) Discuss Michael porter five factors of competition. (10 marks)
- b) What is meant by business environment? (4marks)
- c) Discuss the business environment known to you. (6 marks)