



**MURANG'A UNIVERSITY COLLEGE**

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

**SCHOOL OF BUSINESS AND ECONOMICS**

**DEPARTMENT OF COMMERC**

**MAIN CAMPUS**

**UNIVERSITY EXAMINATIONS**

**ORDINARY**

**2015/2016 ACADEMIC YEAR  
EXAMINATIONS**

**YEAR ONE SEMESTER ONE**

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

**COURSE CODE: DAB1111**

**COURSE TITLE: INTRODUCTIO TO BUSINESS**

**DATE: 22<sup>ND</sup> APRIL 2016**

**TIME: 2 HOURS**

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**INSTRUCTIONS TO THE CANDIDATES**

**THIS PAPER CONSIST OF FOUR QUESTIONS**

Question one (1) is Compulsory

Answer Any Other Two (2) Questions

**QUESTION ONE:**

- a) Why are organizational charts useful? (10 marks)
- b) Explain the forms of business ownership know to you? (10 marks)
- c) You are a manager at a firm explain to the board of directors why you would engage in co-operate social responsibility? (10 marks)

**SECTION B :**

**QUESTION TWO:**

- a) What are the functions of the stock-exchange? (10 marks)
- b ) In your own understanding list and explain the securities traded in the stock exchange?  
(10 marks)

**QUESTION THREE:**

- a) Why is business environment important to mangers of a firm? (10 marks)
- b) There are two kinds of risk business and financial risk explain what is meant by the two and give ways of managing them?

**QUESTION FOUR:**

- a) What is the role of managers in business? (10 marks)
- b) List and explain porters five forces of competition ? (10 marks)