



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: DBA 1111

COURSE TITLE: INTRODUCTION TO BUSINESS MAIN

DATE: 20TH APRIL 2015

TIME: 2 HOURS

SECTION A:

QUESTION ONE:

- a) What leads to a partnership dissolution? (4marks)
- b) Explain 5 objectives of a business? (10 marks)
- c) What are four essential conditions for setting up a partnership business? (4 marks)
- d) What are the primary functions of business? (4 marks)
- e) What are the four major activities involved in managing a business? (8 marks)

SECTION B:

QUESTION TWO:

- a) If you are a marketing manager what 3 values would you focus on so as to make your business survive? (6 marks)
- b) What are the four p's of marketing list and explain them? (8 mark)
- c) How can markets be segmented? (6 marks)

QUESTION THREE:

- a) What are economies of scale explain? (6 marks)
- b) What are the five basic steps involved in supply chain management? (8 marks)

- c) Deming is credited with launching the Total Quality Management movement, what did he list as the objectives of(TQM) (6 marks)

QUESTION FOUR:

- a) What do you understand by the term contribution margin explain and illustrate with formulae? (5 marks)
- b) contribution margin be improved in many ways list and explain them? (9 mark)
- c) What does benchmarking accomplish? (6 marks)