



MURANGA UNIVERSITY COLLEGE

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

MAIN CAMPUS

SUPPLEMENTARY/SPECIAL UNIVERSITY EXAMINATIONS

2014/2015 ACADEMIC YEAR

FIRST YEAR SECOND SEMESTER EXAMINATIONS

**FOR THE DEGREE
OF
BACHELOR OF COMMERCE**

COURSE CODE: HBC 2102

COURSE TITLE: INTRODUCTION TO BUSINESS

DATE:

TIME:

INSTRUCTIONS TO CANDIDATES

Question ONE (1) is compulsory
Answer THREE (3) questions

MRUC observes ZERO tolerance to examination irregularities

This Paper Consists of 2 Printed Pages. Please Turn Over. ►

QUESTION ONE

Mr. Ben a 24 year old young was a very successful general merchandise retail shop. Students of BCOM in a nearby college like going to his shop, not only for snacks and sodas but also to talk to him about his business. Some of the students aspire to become, business owners and own a big business like Mr. Ben when they finish college.

- i) Explain six entrepreneurial characteristics which are displayed by Mr. Ben. (6marks)
- ii) Highlight six reasons why most of the students will prefer to start a Sole proprietor and not a partnership business. (6marks)
- iii) Explain six sources of a good business idea which Mr. Ben is sharing with the students (6marks)
- iv) There are various situations that force people to go into self-employment. Discuss six possible reasons as to why Mr. Ben might have opted for self-employment. (12 marks)

QUESTION TWO

- a) All the business activities are performed with some objectives. Explain with examples four classifications of business objectives. (12marks)
- b) Discuss characteristics which affect marketing of services (8marks)

QUESTION THREE

- a) Explain three current trends and their effect in the field of business (12marks)
- b) Discuss eight elements of a valid contract (8marks)

QUESTION FOUR

- a) Explain any five myths of Entrepreneurship (10marks)
- b) Discuss any five qualities of a good marketing strategy. (10marks)