



MURANG'A UNIVERSITY COLLEGE

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

MAIN CAMPUS

SUPPLEMENTARY UNIVERSITY EXAMINATIONS

2016/2017 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER EXAMINATIONS

FOR THE DEGREE

OF

BACHELOR OF COMMERCE

COURSE CODE : HBC 2102

COURSE TITLE : INTRODUCTION TO BUSINESS

DATE: 18TH - 22ND MARCH 2016

TIME:

INSTRUCTIONS TO CANDIDATES

- Question ONE (1) is compulsory
- Answer ANY OTHER TWO questions

MRUC observes ZERO tolerance to examination irregularities

The paper consists of 2 Printed Pages. Please Turn Over

Question one

Business enterprises play an important role in economies.

- a) Describe the main characteristics of a business enterprise (**12 marks**)
- b) Explain the role of business enterprises in economic growth and development (**13 marks**)

Question two

- a) Differentiate between the service sector and the product sector. (**10.5 marks**)
- b) Describe the various aids to trade (**12 marks**)

Question three

- a) Discuss the relevancy of franchising to business (**10.5 marks**)
- b) Identify and explain the strengths and weaknesses of e-commerce. (**12 marks**)

Question four

Corporate social responsibility continues to gain acceptance and popularity among businesses.

- a) Explain the main arguments for, and against corporate social responsibility? (**10.5 marks**)
- b) Discuss how businesses manage environmental changes to remain competitive? (**12 marks**)