



# 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 DEGREE  
OF  
BACHELOR OF COMMERCE**

**COURSE CODE: HBC 2102**

**COURSE TITLE: INTRODUCTION TO BUSINESS**

**DATE: Tuesday, 28<sup>th</sup> April 2015**

**TIME: 9.00a.m. – 11:00a.m**

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## **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**

- a) Highlight Five Major advantages of a Private Limited Companies. (5 Marks)
- b) Outline any three unique values, which drive entrepreneur's attitudes towards work and life under psychological thesis. (9 Marks)
- c) Explain any Four Myths that are associated with entrepreneurship. (4 Marks)
- d) Discuss six Market Philosophies/Concepts that guide the organization when designing their Marketing strategies. (12 Marks)

**QUESTION TWO**

- a) Explain any three types of E-commerce. (6 Marks)
- b) Discuss any five essential entrepreneurial traits that an entrepreneur interested in starting a business must possess. (10 Marks)
- c) "Entrepreneurship has dark sides" Explain any four major problems faced by SBE in Kenya. (4 mks)

**QUESTION THREE**

- a) Objectives of business mean the purpose for which the business is established. Discuss the following business objectives
- i) Human (3marks)
  - ii) National (5marks)
  - iii) Social (4marks)
- b) A valid contract must have certain essential elements. Discuss eight elements. (8 Marks)

**QUESTION FOUR**

- a) Discuss five unique features of E-Commerce. (10 Marks)
- b) Define the following terms:
- i)Competitive advantage (4 Marks)
  - ii)Business (3 Marks)
  - iii)Social Darwinism (3 Marks)