



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS 2018/2019 ACADEMIC YEAR FIRST YEAR FIRST SEMESTER

SCHOOL OF BUSINESS AND ECONOMICS CERTIFICATE IN BUSINESS MANAGEMENT

COURSE CODE: CBM 001

COURSE TITLE: INTRODUCTION TO BUSINESS

DATE: 23RD APRIL 2019

TIME: 11.00 - 13.00 HRS

INSTRUCTIONS TO CANDIDATES

*Answer Question **ONE** and any other **THREE** questions*

*This paper consists of **TWO** printed pages*

QUESTION ONE

- a) There are different types of business organization individual(s) can venture in. As a business student explain the following types of business organization with their advantages with disadvantages
- I. Sole proprietorship [4marks]
 - II. Partnerships [4marks]
 - III. Companies [4marks]
- b) State four characteristics of business organizations. [4 marks]
- c) Explain various factors to consider when choosing forms of business ownership. [5marks]
- d) Explain the various types of cooperatives societies with their sources of income. [4marks]

QUESTION TWO

- a) Differentiate between codes of ethics and business ethics [4marks]
- b) Explain various Ethical practices in business [6marks]
- c) State the importance of business ethics in business [5marks]

QUESTION THREE

- a) Explain five roles of government in business. [5marks]
- b) Give reason why government participate in business [5marks]
- c) Give the various characteristics of business [5marks]

QUESTION FOUR

- a) Define the term business environment [2marks]
- b) Explain the two components of business environment [4marks]
- c) Explain five importances of business environment [5marks]
- d) State the elements of marketing [4marks]

QUESTION FIVE

- a) Define communication in business [2marks]
- b) Give the six components of communication in business [6marks]
- c) Explain the various communication barriers in business communication [4marks]
- d) State three principles of insurance [3marks]

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