



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATION
2023/2024 ACADEMIC YEAR
FIRST YEAR FIRST SEMESTER**

**SCHOOL OF BUSINESS AND ECONOMICS
BACHELORS OF COMMERCE**

**COURSE CODE: BCM 1104-1
COURSE TITLE: INTRODUCTION TO
BUSINESS STUDIES.**

DATE: 7/2/2024

TIME: 0830-1030 HRS

INSTRUCTIONS TO CANDIDATES

Answers Question one and any other Two

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. **[4marks]**

c) Explain **four** types of cooperatives societies with their sources of income. **[4marks]**

Question two

a) Discuss the **five** roles of government in promoting business activities.

(10 marks)

b) Explain the significance of corporate social responsibility to a firm.

(5 marks)

Question three

a) Discuss **five** factors affecting the choice of Source of Finance in business organization. **(10 marks)**

b) Evaluate the role of ICT in promoting business activities.

(5 marks)

Question four

Organizations do not operate in vacuums rather they operate within the setting of a larger system which constitutes the environment.

Discuss

(15 marks)

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