

MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS**

**2014/2015 ACADEMIC YEAR**

**FIRST YEAR FIRST SEMESTER**

# SCHOOL OF BUSINESS AND ECONOMICS

**BACHELOR OF ARTS ECONOMICS**

**(SCHOOL BASED)**

**COURSE CODE: BBM 101**

**COURSE TITLE: INTRODUCTION TO BUSINESS**

**DATE: 27TH AUGUST 2015 TIME: 11.00AM – 1.00PM**

**INSTRUCTIONS TO CANDIDATES**

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

***This paper consists of 2 printed pages. Please turn over.***

**QUESTION ONE. (25 MARKS)**

1. Discuss the various forms of business**. (5 marks).**
2. Explain the strategic role of information in promoting entrepreneurship. **(5 marks)**
3. Discuss the sources of business information. **(5 marks).**
4. Explain the process of incorporating a company in Kenya. **(5 marks).**
5. Discuss the external challenges of a firm**. (5 marks)**

**QUESTION TWO.**

1. Discuss the evolution of business activities in detail**. (10 marks)**
2. Explain the meaning and components of a business plan.

**(5 marks)**

**QUESTION THREE.**

1. Discuss the various challenges facing corporate Kenya**. (10 marks).**
2. Explain the meaning and significance of business ethics to a firm.

**(5 marks)**

**QUESTION FOUR (15 MARKS)**

1. Discuss the role of government in promoting business activities.

**(10 marks).**

1. Explain the significance of corporate social responsibility to a firm**. (5 marks).**

**QUESTION FIVE. (15 MARKS).**

1. Explain the significance of international trade to the local economy.

**(10 marks).**

1. Discuss the role of ICT in promoting business activities.

**(5 marks).**

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