



# TECHNICAL UNIVERSITY OF MOMBASA

---

## SCHOOL OF BUSINESS

### DEPARTMENT OF BUSINESS ADMINISTRATION

#### UNIVERSITY EXAMINATION FOR

#### CERTIFICATE IN BUSINESS MANAGEMENT AND CERTIFICATE IN HUMAN RESOURCE MANAGEMENT

#### BAC 1102: BUSINESS STUDIES

#### END OF SEMESTER EXAMINATION

#### SERIES:FIRST SEMESTER YEAR ONE

**TIME:2HOURS**

**DATE:MAY 2016**

#### **Instructions to Candidates**

You should have the following for this examination

*-Answer Booklet, examination pass and student ID*

This paper consists of FIVE Questions. Attempt **QUESTION ONE** and any other **TWO**.

**Do not write on the question paper.**

---

#### **QUESTION ONE**

a) Briefly discuss on the following:

- i. Sales promotion **(5 marks)**
- ii. Co-operatives societies **(5 marks)**
- iii. Bad debt insurance **(2 marks)**
- iv. Sin stock **(2 marks)**
- v. Asset and liability **(2 marks)**

b) Explain the factors that lead to;

- i. Change in demand **(5 marks)**
- ii. Change in the quantity demanded **(5 marks)**

c) What are the implications of a persistent increase in prices of basic commodities **(4 marks)**

## **QUESTION TWO**

- i. Do you think Kenya should adopt a capital or labour intensive mode of production?  
Discuss **(10 marks)**
- ii. Explain the various documents used in business transactions **(5 marks)**
- iii. Explain the roles of government involvement in business **(5 marks)**

## **QUESTION THREE**

Discuss international trade **(20 marks)**

## **QUESTION FOUR**

Briefly explain the following;

- i. Memorandum of Association **(5 marks)**
- ii. Stock Exchange **(5 marks)**
- iii. Sole proprietorship **(5 marks)**
- iv. Marine insurance **(5 marks)**

## **QUESTION FIVE**

Discuss the following;

- i. Economies and Dis-economies of scale **(5 marks)**
- ii. Warehousing and Containerization **(5 marks)**
- iii. Transport **(10 marks)**