



TECHNICAL UNIVERSITY OF MOMBASA

DEPARTMENT OF BUSINESS ADMINISTRATION

UNIVERSITY EXAMINATION FOR:

BACHELOR OF COMMERCE/BACHELOR OF BUSINESS

ADMINISTRATION

BFI 4101: BUSINESS STUDIES

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2016

TIME: 2 HOURS

DATE: Pick Date Select Month Pick Year

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 (Compulsory) and any other TWO questions.

Do not write on the question paper.

Question one

- a) Describe the 4Ps of the marketing mix (10mrks)

- b) Identify the different levels of management in organizations and highlight the combination of skills required for effective performance of their roles (10mrks)

- c) Explain the following business terminologies and outline their relevance to effective business management.
 - i) Corporate Social Responsibility (5mrks)

 - ii) Total Quality Management (TQM) (5marks)

Question two

- a) Describe the key functions of the human resource manager (8marks)
- b) Summarize the objectives of employee compensation programs (6mrks)
- c) Describe various pay systems available in Kenya (6mrks)

Question three

- a) Assume that you are a human resource manager in a Kenyan multinational company. Explain how you would ensure an effective retention of employees in your firm (8mrks)
- b) Using an appropriate model, illustrate a firm's operations function and explain the importance of operations management (12mrks)

Question four

- a) What is a business plan? (2mrks)
- b) Explain the component of a business plan (18mrks)

Question five

- a) Describe the steps involved in decision making in a business (12mrks)
- b) Explain the factors influencing unethical behavior in organizations (8mrks)