



# TECHNICAL UNIVERSITY OF MOMBASA

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SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

**UNIVERSITY EXAMINATION FOR:**

CERTIFICATE IN BUSINESS MANAGEMENT

CERTIFICATE IN SALES AND MARKETING

CERTIFICATE IN HUMAN RESOURCE MANAGEMENT

CERTIFICATE IN STORES MANAGEMENT

BAC 1102: BUSINESS STUDIES

END OF SEMESTER EXAMINATION

**SERIES: AUGUST 2019**

**TIME: 2 HOURS**

**DATE: Aug 2019**

**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.**

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**Question ONE**

a) Write short notes on the following.

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|----------------------|--------|
| i). Aids to trade    | (2mks) |
| ii). Production      | (2mks) |
| iii). Specialization | (2mks) |
| iv). Business        | (2mks) |

- v). Exchange (2mks)
- b) Describe FIVE importance of business. (10mks)
- c) State FIVE modes of transport. (10mks)

**Question TWO**

- a) State FIVE features of sole proprietorship. (10mks)
- b) Explain FIVE qualities of a good businessman / woman. (10mks)

**Question THREE**

- a) Describe FIVE types of occupation. (10mks)
- b) Discuss FIVE problems of barter trade. (10mks)

**Question FOUR**

- a) State FIVE key security features and themes of the new Kenyan legal tender. 10 marks
- b) Define advertising and explain FOUR classification of advertising. (10mks)

**Question FIVE**

- a) State FIVE insurance principles. (10mks)
- b) Highlight FIVE essentials of a warehouse. (10mks)