



# 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) State FOUR factors of production. (8mks)
- b) Highlight FIVE detailed views of Kenya's resource endowments. (10mks)

c) Write short notes on the following.

- i). Transport (2mks)
- ii). Insurance (2mks)
- iii). Bank (2mks)
- iv). Export trade (2mks)
- v). Business studies (2mks)
- vi). Import trade (2mks)

### **Question TWO**

- a) In relation to money and banking discuss FIVE qualities of good money material. (10mks)
- b) State FIVE distinctions between home and international trade. (10mks)

### **Question THREE**

- a) State FIVE factors affecting location of business. (10mks)
- b) Explain FIVE advantages of international trade . (10mks)

### **Question FOUR**

- a) State FIVE forms of sale promotion. (10mks)
- b) Explain FIVE advantages of air transport. (10mks)

### **Question FIVE**

- a) State FIVE branches of insurance. (10mks)
- b) State three types of warehouse and FOUR advantages of any of the three types. (10mks)