



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS
DEPARTMENT OF BUSINESS ADMINISTRATION
UNIVERSITY EXAMINATION FOR:
BACHELOR OF BUSINESS ADMINISTRATION
BACHELOR OF COMMERCE
BFI 4101: BUSINESS STUDIES
END OF SEMESTER EXAMINATION
SERIES: AUGUST 2019
TIME: 2 HOURS
DATE: Pick 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.

Question ONE

- The task environment is the micro environment of the business. Describe the elements of the task environment of a business. (10 marks)
- Describe the obstacles faced by the owner of a business when undertaking the planning function. (10 marks)
- Organizations engage in corporate social responsibility from time to time. Describe the factors that lead an organization to do so. (10 marks)

Question TWO

- Mr Kiberiti is a sole proprietor. Describe the benefits enjoyed by Mr Kiberiti's form of business ownership. (10 marks)

- b) Every manager performs the functions of management. Describe the key functions performed by every business manager. (10 marks)

Question THREE

- a) Every business operates within an external environment. Discuss. (10 marks)
- b) Employees of an organization may sometimes have grievances. Describe the sources of grievances in an organization. (10 marks)

Question FOUR

- a) Every business owner should strive to maintain good relations with his employees. Describe the sources of poor labour relations between workers and management of a business. (10 marks)
- b) Describe the principal components of a business plan. (10 marks)

Question FIVE

- a) The marketing mix adopted by a business organization could either make or break the business. Describe the marketing mix and explain the Four Ps of marketing. (10 marks)
- b) Discuss the reasons that would lead employees to join a trade union. (10 marks)