TECHNICAL UNIVERSITY OF MOMBASA

School of Business

Department of Business Administration

UNIVERSITY EXAMINATION FOR:

BACHELOR OF BUSINESS ADMINISTRATION

BACHELOR OF COMMERCE

BACHELOR OF BUSINESS IN INFORMATION TECHNOLOGY

BACHELOR OF SCIENCE IN COMPUTER STUDIES

BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY

BACHELOR OF TECHNOLOGY IN INFORMATION TECHNOLOGY

BFI 4101: BUSINESS STUDIES

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2024

TIME: 2 HOURS

DATE: Pick DateDec 2024

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) Mariana has decided to start a business and run the business on her own. Elucidate the benefits enjoyed by Mariana in this form of business. **(10 marks)**

b) A business plan is essential for every business owner. Everyone, from a one-person, part-time operation to a large corporation should perform regular business planning. Describe the importance of regular business planning. **(10 marks)**

c) Mr Figo is the Head of the Human Resource Department in a large manufacturing organization. Describe the purpose of his department to the company. **(10 marks)**

QUESTION TWO

a) One of the functions of management is directing. Describe the features of the directing function of management. **(10 marks)**

b) A business environment is made up of the visible and invisible environment. Describe the principal elements of the macro environment of a business.

(10 marks)

QUESTION THREE

a) Every organization should seek to have a conducive employee relations climate. Describe the areas covered by employee relations. **(10 marks)**

b) Both planning and controlling are functions of management. Describe the relationship between planning and controlling. **(10 marks)**

QUESTION FOUR

a) Describe the features of the type of business in which members come together to carry out economic activities and to share proceeds on the basis of cooperative principles. **(10 marks)**

b) A business person should understand the dynamics of the stock exchange. Describe the functions of the Stock Exchange. **(10 marks)**

QUESTION FIVE

a) **B**usiness ethics provide a basic guideline that businesses can choose to follow to gain public approval. Describe the features of an ethical business.

(10 marks)

b) Different people have different reasons for setting up a business. Describe the objectives for setting up a business. **(10 marks)**