



Scott Christian UNIVERSITY

SCHOOL OF PROFESSIONAL STUDIES

BACHELOR OF BUSINESS ADMINISTRATION

UNIT CODE/NAME: BBA 101: INTRODUCTION TO BUSINESS STUDIES

September- December 2019/2020 End Semester Exam - Time: 2 Hours

Instructions: Answer Question ONE (Compulsory) and any other TWO Questions.

QUESTION ONE

- (a) Micro - enterprises have played a key role in the growth of Kenya's economy; explain their contributions towards the attainment of vision 2030 and the challenges they face (15 Marks)
- (b) Briefly mention and describe the five main marketing philosophies (5 Marks)
- (c) Why would one would opt to start a company as opposed to a partnership? (5 Marks)
- (d) Explain five ways in which businesses benefit the society in which they operate (5 Marks)

QUESTION TWO

- (a) Explain five ways in which firms can enter the international market (10 Marks)
- (b) Briefly explain five characteristics of a business organization (5 Marks)

QUESTION THREE

- (a) Explain why business organizations are considered as open systems (9 Marks)
- (b) Briefly explain three sources of finance internal to the organization. (6 Marks)

QUESTION FOUR

- (a) Discuss six functions of Human resources management. (9 Marks)
- (b) Explain four basic principles of marketing (6 Marks)

QUESTION FIVE

Discuss adequately the components of the macro environment that affect the way businesses operate. (15 Marks)