



MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

FIRST YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF EDUCATION (ARTS)

BBA 100: BUSINESS STUDIES

DATE: 11/12/2020

TIME: 8:30 – 10:30 AM

INSTRUCTIONS TO CANDIDATES:

1. ANSWER question ONE and any OTHER TWO questions
2. Question one carries 30 marks, while the rest carry 20 marks each
3. Time: 2 hours

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Assume you have attended an interview for a production manager position and have been asked to explain the difference between intermittent production and continuous production. Explain yourself to the panel. (6 marks)
- b) Describe the principles of cooperatives (6 marks)
- c) There are five forces that shape the degree of market competition operating within an enterprise environment as given by Michael Porter. Discuss (6 marks)
- d) Business enterprises must satisfy their objectives for them to survive in the existing environment. Do you agree to his statement (6 marks)
- e) What are the motivations behind corporate social responsibility (6 marks)

QUESTION TWO (20 MARKS)

- a) Explain the coordination advantages of a divisional structure. (10 marks)
- b) Discuss internal recruitment as a method of filling job positions in an organization. (10 marks)

QUESTION THREE (20 MARKS)

- a) There are several frameworks that can be used to add structure to the situation analysis. Analyse this statement (10 marks)
 - b) Directing functions is said to be the 'Life spark of an enterprise.' Discuss (10 marks)
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QUESTION FOUR (20 MARKS)

- a) State the short-term sources of funds for enterprise such as Safaricom (10 marks)
- b) Distinguish between recruitment and selection stating the basis of classification (10 marks)

QUESTION FIVE (20 MARKS)

- a) Discuss the criteria of evaluating an ethical manager from an unethical manager (12 marks)
- b) Describe the marketing process (8 marks)