MACHAKOS UNIVERSITY

University Examinations for 2022/2023 Academic Year

SCHOOL OF BUSINESS, ECONOMICS AND HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF BUSINESS ADMINISTRATION AND FINANCE

FIRST YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF COMMERCE

BACHELOR OF EDUCATION

BBA100: BUSINESS STUDIES

DATE: **TIME:**

INSTRUCTIONS

- **QUESTION ONE IS COMPULSORY**
- **ANSWER ANY TWO QUESTIONS**

QUESTION ONE (COMPULSORY) (30 MARKS)

a) As firms endeavor to achieve the global objective, some establish branches in other countries with a view of meeting the needs of the particular market for example, the Toyota Kenya Company whose origin is in Japan. Explain five characteristics of those foreign companies operating away from their domestic markets. (10 marks)

b) You're are a stock broker in Nairobi Stock Exchange market in Kenya, explain clearly to a potential investor five of the terms that are used in this market. (10 marks)

c) Articles of Association is one of the requirements for registering a company in Kenya. Explain five contents captured in this document. (10 marks)

QUESTION TWO (20 MARKS)

a) Equity Bank, Kenya has been involving itself with Corporate Social Responsibility. Explain five benefits that have accrued to this company due to its involvement in activity. (10 marks)

b) As an ordinary share holder of ABC company, explain five rights you hold as a owner of this company.

QUESTION THREE

a) Discuss the co-operative principles laid down by international co-operative alliance. (10 marks)

b) Explain five universal functions that are performed by Marketing function. (10 marks)

QUESTION FOUR (20 MARKS)

a) Explain five ways in which managers can be said to be socially responsible towards their workers (10 marks)

b) Product pricing is one of the production functions. Describe five strategies used by organizations in deciding the prices for their products (10 marks)

QUESTION FIVE (20 MARKS)

a) Sole proprietorship is a business type of choice by many people however, the business hardly runs beyond three years. Explain five factors that may be contributing to this trend. (10 marks)

b) Every successful businessman must keep track of the competition within his environment. Discuss how you would use Michael Porters Five Forces Model to analyze your competition. (10 marks)