



MACHAKOS UNIVERSITY COLLEGE

(A Constituent College of Kenyatta University)
University Examinations for 2015/2016 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ENTREPRENEURSHIP AND MANAGEMENT SCIENCES

FIRST SEMESTER EXAMINATION FOR BACHELOR OF COMMERCE

BBA 100: BUSINESS STUDIES

Date: 7/12/2015

Time: 2:00 – 4:00 PM

INSTRUCTIONS:

Answer question One and any other Two questions

QUESTION ONE (30 MARKS)

- a) Motivation refers to inspiring people's behavior to intensify their desire and willingness in executing their duties for the accomplishment of common objectives and to understand motivation managers need to understand the human wants. Discuss the Maslow hierarchy of needs and why managers need to understand this theory. (10 marks)
- b) Management is a practice carried out in all organizations and it is universally necessary function. Describe the characteristics of management (10 marks)
- c) Briefly describe the main types of economic utility. (10 marks)

QUESTION TWO

- a) Most businesses start as a dream in somebody's mind. Briefly explain the characteristics of an entrepreneur (10 marks)

- b) The term philosophy refers to the management attitude, orientation, or state of mind as far as marketing management is concerned. Discuss the five philosophies of marketing management (10 marks)

QUESTION THREE

- a) Define finance. (2 marks)
- b) Briefly discuss the objectives of business finance. (8 marks)
- c) With local examples illustrate the role of small business enterprises in the Kenyan economy. (10 marks)

QUESTION FOUR

- a) Write short notes on the product life cycle (10 marks)
- b) Define the following terms
- (i) Psychological pricing (2 marks)
 - (ii) Discriminative pricing (2 marks)
 - (iii) Publicity (2 marks)
 - (iv) Matrix organization (2 marks)
 - (v) Mortgage debentures (2 marks)

QUESTION FIVE

You have been appointed as a General Manager at Dals Africa Ltd and one of your responsibilities will be advising the top management. Advise the top management on the following areas.

- a) Constraints in business environment (10 marks)
- b) Areas of social responsibility (10 marks)