



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 DEGREE IN BACHELOR OF EDUCATION

BBA 101: BUSINESS STUDIES

Date: SCHOOL BASED

Time:

INSTRUCTIONS

Answer question **ONE** (*Compulsory*) and any **other two** questions

QUESTION ONE

- (a) Explain **four** ways that a business benefits from the society (8 marks)
- (b) Discuss the implied authority of a partner in a partnership (5 marks)
- (c) John intends to start off a business within the next two years. He has decided to open up a cereals shop and requires a capital of one Million shillings. Advise him on the various ways that he can be able to raise this capital. (12 marks)
- (d) With reference to stock exchange markets, distinguish between **Bulls** and **Stags** (5 marks)

QUESTION TWO

- (a) Discuss the rights of a partner In a partnership (10 marks)
- (b) State and explain the contents of a formal partnership deed (10 marks)

QUESTION THREE

- (a) Discuss five strategies that an organization may adopt to promote sales (10 marks)
- (b) Discuss the qualities of an effective Salesman (10 marks)

QUESTION FOUR

- (a) Clearly explain the various levels of production (10 marks)
- (b) Discuss five functions of a manager (10 marks)

QUESTION FIVE

- (a) Discuss the requirements to be met by a company before listing in the Stock exchange (14 marks)
- (b) Discuss three factors of production (6 marks)