

MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2023/2024 ACADEMIC YEAR
FIRST YEAR FIRST SEMESTER**

**SCHOOL OF BUSINESS AND ECONOMICS
CERTIFICATE IN BUSINESS MANAGEMENT**

**COURSE CODE: CBM 001
COURSE TITLE: INTRODUCTION TO BUSINESS
STUDIES**

DATE: 29/1/2024

TIME: 1430-1630 HRS

INSTRUCTIONS TO CANDIDATE

Answer Question **ONE** and any other **TWO** questions

SECTION A (COMPULSORY)

1. Q.1 a) Define a business and explain five key functions of a business **(10marks)**
- b) Define the business environment and list key elements in the micro and macro environment **(10marks)**
- c) Explain the role of the government in business **(10marks)**

SECTION B

QUESTION TWO

2. The ever changing nature of the business environment creates a range of opportunities for businesses. List and explain these opportunities and challenges. **(20marks)**

QUESTION THREE

3. In the business world, cultural and ethical issues influence business activities. List and explain some of these factors to take into account in an organization. **(20marks)**

QUESTION FOUR

4. a) Define Corporate Social Responsibility and explain key areas of social responsibility in a business **(10marks)**
- b) What is the role of business in sustainable development? **(10marks)**

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