



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2021/2022 ACADEMIC YEAR
FIRST YEAR FIRST SEMESTER**

**SCHOOL OF BUSINESS AND ECONOMICS
BACHELOR OF COMMERCE & BSc. PROJECT
MANAGEMENT**

COURSE CODE: BCM 1104

COURSE TITLE: INTRODUCTION TO BUSINESS

DATE: 8TH APRIL 2022

TIME: 1100-1300

INSTRUCTIONS TO CANDIDATES

Answer Question **ONE** and any other **THREE** Questions

This paper consists of 2 printed pages. Please turn over.

Question One

- a) In relation to business studies define the following terminologies:
- (i) Social responsibility **(2 marks)**
 - (ii) Business ethics **(2 marks)**
 - (iii) Co-operative society **(2 marks)**
 - (iv) Unlimited liabilities **(2 marks)**
 - (v) Nominal Partners **(2 marks)**
- b) Organizations do not operate in vacuum rather they operate within the setting of a larger system which constitutes the environment. Discuss how social cultural environment influence business decision making. **(10 marks)**
- c) Highlight five objectives of a business entity. **(5 marks)**

Question two

- a) With reference to forms of business ownership discuss five features of a sole proprietorship. **(10 marks)**
- b) Explore five measures by management to improve ethical behaviour of employees. **(5 marks)**

Question three

- a) Discuss five roles played by the government as a promoter and protector of business activities in Kenya. **(10 marks)**
- b) Highlight five internal sources of finance to a business. **(5 marks)**

Question four

Closely related to social responsibility is the concept of social responsiveness which simply means the ability of a corporation to relate its operations and policies to the social environment in ways that are mutually beneficial to the economy and society. With reference to this, discuss arguments for corporate social responsibility. **(15 marks)**

Question five

According to Schumpeter, an entrepreneur is a person who is willing and able to convert a new idea or invention into a successful innovation. With reference to this discuss the role of entrepreneurship in economic development.

(15 marks)

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