



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR
FIRST YEAR FIRST SEMESTER**

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

COURSE CODE: CBM 001

**COURSE TITLE: INTRODUCTION TO
BUSINESS**

**DATE: 23RD APRIL 2019
HRS**

TIME: 11.00 - 13.00

INSTRUCTIONS TO CANDIDATES

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

This paper consists of **TWO** printed pages

QUESTION ONE

- a) There are different types of business organization individual(s) can venture in. As a business student explain the following types of business organization with their advantages with disadvantages
- I. Sole proprietorship **[4marks]**
 - II. Partnerships **[4marks]**
 - III. Companies **[4marks]**
- b) State four characteristics of business organizations. **[4 marks]**
- c) Explain various factors to consider when choosing forms of business ownership. **[5marks]**
- d) Explain the various types of cooperatives societies with their sources of income. **[4marks]**

QUESTION TWO

- a) Differentiate between codes of ethics and business ethics **[4marks]**
- b) Explain various Ethical practices in business **[6marks]**
- c) State the importance of business ethics in business **[5marks]**

QUESTION THREE

- a) Explain five roles of government in business. **[5marks]**
- b) Give reason why government participate in business **[5marks]**
- c) Give the various characteristics of business **[5marks]**

QUESTION FOUR

- a) Define the term business environment
[2marks]
- b) Explain the two components of business environment
[4marks]
- c) Explain five importances of business environment
[5marks]
- d) State the elements of marketing
[4marks]

QUESTION FIVE

- a) Define communication in business
[2marks]
- b) Give the six components of communication in business
[6marks]
- c) Explain the various communication barriers in business communication
[4marks]
- d) State three principles of insurance
[3marks]

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