



# **MACHAKOS UNIVERSITY**

**University Examinations for 2020/2021 Academic Year**

**SCHOOL OF BUSINESS AND ECONOMICS**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**SECOND YEAR FIRST SEMESTER EXAMINATION FOR**

**BACHELOR OF EDUCATION**

**BBA 100 BUSINESS STUDIES**

**DATE: 12/8/2021**

**TIME: 8.30-10.30 AM**

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## **INSTRUCTIONS:**

**Answer question one and any other two questions.**

### **QUESTION ONE (30 MARKS) (COMPULSORY)**

Management is an aspect of the business that doesn't have the same specific duties some of the other parts of the business have. While an accountant will always know quite clearly the expertise and responsibilities he or she has, a manager needs to have a much broader set of skills, with the tasks ranging depending on the business. Yet, management like all the other parts of the business have certain functions to guide the operations.

Franchising is an authorization granted by a government or company to an individual or group enabling them to carry out specified commercial activities, for example acting as an agent for a company's products as a method of entry to the international markets it has some advantages.

An enterprise without the human resource cannot perform any functional activity. Every activity of an organization is centered on the employees of an organization. Staffing is concerned with procurement of people and placement and managing them to achieve the goals of an enterprise. Staffing is a continuous process of repetitive nature. Many employees may leave the organization and may join other and vice versa.

Market orientation is a business philosophy where the focus is on identifying customer needs or wants and meeting them. When a company has a market orientation approach, it focuses on designing and selling goods and services that satisfy customer needs in order to be profitable.

In the light of the above background answer the following questions

- a) Expound what Organizing as a process is involved in. (6 marks)
- b) Disclose the steps in Controlling (4 marks)
- c) Franchising is an arrangement where one party (the franchiser) sells the rights to another to market its product or service. Analyze the advantages of the franchisee (5 marks)
- d) Staffing is the function of manning the organization structure and keeping it manned in support of this statement, Explain what is involved in staffing (10 marks)
- e) Discuss five marketing orientations (5 marks)

### **QUESTION TWO (20 MARKS)**

Being a graduate, a client has approached you with a need to start a business.

- a) Disclose to him the sources of business finance in Kenya. (10 marks)
- b) Explain the role of stock exchange markets to the economy. (10 marks)

### **QUESTION THREE (20 MARKS)**

The government encourages graduates to start business instead of relying on white color jobs. A group of youth wants to start a multi – national company.

- a) Discuss with them the main characteristics of foreign companies operating in Kenya. (10 marks)
- b) Describe what the multi – national companies are involved in. (10 marks)

### **QUESTION FOUR (20 MARKS)**

Your classmates came to class late and missed the lesson on social responsibility. They have consulted you for help.

- a) Discuss with them the areas a business can involve in corporate social responsibility. (10 marks)
- b) Explain the advantages that accrue to an organization because of involving in corporate social responsibility (10 marks)

### **QUESTION FIVE (20 MARKS)**

The scholars argue that, for theoretical purposes, it may be convenient to separate the function of management but practically these functions are overlapping in nature. To understand this point,

- a) Explain the functions of management. (10 marks)
- b) Differentiate between authority and responsibility. (10 marks)