

LAIKIPIA



UNIVERSITY

UNIVERSITY EXAMINATIONS

1ST SEMESTER 2023/2024 ACADEMIC YEAR

**FIRST YEAR EXAMINATION FOR THE DEGREE OF
BACHELOR OF COMMERCE**

BCOM 111: INTRODUCTION TO BUSINESS

STREAM:

TIME: 2 HRS

DAY: WEDNESDAY [14.30-16.30 P.M] DATE: 6/12/2023

THIS QUESTION PAPER CONSISTS OF TWO (2) PAGES

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INSTRUCTIONS: ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS

QUESTION ONE

- a) Christine Ayabei and Said Ponga have just graduated with degree in the creative arts and wish to set up a small business in one of the counties in Kenya. Explain to them the possible sources of capital. **(10mks)**
- b) Management knowledge is essential to assist managers and management executives achieve their set objectives. Describe the **FIVE** functions of management in business **(10mks)**
- c) Describe the various ways in which the government can regulate economic activities in Kenya **(10mks)**

QUESTION TWO

- a) Recruitment and selection process are both involved in staffing of employees. Briefly define the term staffing and outline the difference between recruitment and selection **(10mks)**
- b) Company X practices ethics and social responsibility and this has offered an advantage to the company against its industry rivals. What could be the social responsibility practices of Co. X that you may adopt in your place of employment assuming that you are the business manager. **(10mks)**

QUESTION THREE

- a) Describe factors should a business person consider before choosing a form of business ownership **(10marks)**
- b) Evaluate the significance of small businesses in the Kenyan economy. **(10 marks)**

QUESTION FOUR

- a) Discuss the meaning of E-commerce and explain the benefits that can be derived from E-commerce. **(10Marks)**
- b) Describe the marketing strategies a business should adopt in the four different stages of a product life cycle. **(10marks)**

