KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2017/2018

FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE

BBA 100: BUSINESS STUDIES

DATE: Monday, 20th November 2017 **TIME: 8.00 a.m. - 10.00 a.m.**

INSTRUCTIONS:

ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS

QUESTION ONE

a) Describe the input and output model of firms. (8 Marks)

b) What is the value of controlling to any business. (6 Marks)

c) Explain the reasons why farmers in Kenya would prefer to form cooperatives rather than private companies. (8 Marks)

d) Using examples, explain four principles of delegation. (8 Marks)

QUESTION TWO

a) Explain the main elements of directing and show their relevance to business enterprises. (10 Marks)

b) Describe the concept of utility. How can a business create utility to satisfy needs and wants in the community. (10 Marks)

QUESTION THREE

a) Human needs vary from one person to another. Explain the categorization of human needs using Abraham Maslow Hierarchy of Needs Theory. (12 Marks)

b) Explain any four objectives of why businesses are formed. (8 Marks)

QUESTION FOUR

a) Identify and explain any four unethical behaviour that a business can engage in. (8 Marks)

b) Using clear examples, describe the process followed in the formation of a public limited companies. (12 Marks)