



**Riara School of Business**  
*Nurturing business innovators*

**MAY – AUGUST 2017 TRIMESTER**  
**EXAMINATION FOR BACHELOR OF BUSINESS ADMINISTRATION**

**DAY PROGRAMME**

**RBA 101: INTRODUCTION TO BUSINESS**

**DATE: 2<sup>nd</sup> AUGUST 2017**

**TIME: 2 HOURS**

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**INSTRUCTIONS**

- i) Answer question one and any other two**
  - ii) Marks allocated to each question are shown at the end of the question**
  - iii) Arrange your work neatly and indicate the questions answered in the Examination booklet**
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**QUESTION ONE: COMPULSORY (30 MARKS)**

- a) Outline any **FOUR** key characteristics of an entrepreneur **(8 Marks)**
- b) Businesses may be affected by several factors. With this regard illustrate how PESTEL factors affect small businesses in Kenya **(12 Marks)**
- c) Summarize any **FIVE** advantages of partnership over any other business in Kenya. **(10 Marks)**

**QUESTION TWO**

- a) Explain the **FIVE** principles of insurance **(10 Marks)**
- b) Identify any **FIVE** social forces that have contributed to globalization **(10 Marks)**

### **QUESTION THREE**

a) “Failing to plan is planning to fail.” This statement has been widely used to emphasize the importance of planning. Briefly highlight the FIVE limitations of planning.

**(10 Marks)**

b) Highlight any **FIVE** roles performed by retailers in marketing of products **(10 Marks)**

### **QUESTION FOUR**

a) Discuss the preliminary stages involved in human resource recruitment **(10 Marks)**

b) Illustrate with valid examples why the governments are involved in business regulation

**(10 Marks)**