



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

**MAY - AUGUST TRIMESTER, 2015 EXAMINATIONS**  
**EVENING PROGRAMME**  
**EXAMINATION FOR DEGREE IN BACHELOR OF BUSINESS ADMINISTRATION**

**BBA 101: INTRODUCTION TO BUSINESS**

**DATE: 7<sup>TH</sup> AUGUST 2015**

**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) Businesses today are facing unique challenges that have been posing a threat. Discuss in detail five such challenges  

**(10 marks)**
- b) Environmental scanning is key for the survival of any business. Briefly discuss each of the **macro** environmental factors outlining how each affects business activity  

**(10 marks)**
- c) With increased competition, companies have been expanding beyond their country's borders. Briefly describe the various modes of international business  

**(10 marks)**

## **QUESTION TWO**

- a) Marketing is a key activity for every business. Briefly discuss the marketing mix  
**(10 marks)**
- b) A family friend has approached you for advice on the different sources of funds for a business. Discuss in detail the information you would include in the brief  
**(10 marks)**

## **QUESTION THREE**

- a) Explain the various factors considered in the location of a business  
**(10 marks)**
- b) Briefly discuss the following kinds of partners under Partnership agreements
- (i) Sleeping partner
  - (ii) Silent partner
  - (iii) Junior partner
  - (iv) Nominal partner
  - (v) Quasi partner
- (10 marks)**

## **QUESTION FOUR**

- a) Briefly outline the main functions performed by a human resource department in an organization  
**(10 marks)**
- b) Managers are very critical in an organization. Outline five basic management skills that every manager should possess  
**(10 marks)**