



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:

TIME: 2 HOURS

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)