



KIBABII UNIVERSITY COLLEGE

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UNIVERSITY REGULAR EXAMINATION

DEPARTMENT OF BUSINESS ADMINISTRATION & MANAGEMENT

2013/2014 ACADEMIC YEAR

1ST YEAR 1ST SEMESTER EXAMINATION

COURSE CODE: BCB 101

COURSE TITLE: INTRODUCTION TO BUSINESS MANAGEMENT

DATE: 13TH AUGUST, 2014

TIME: 2.00PM – 5.00PM

INSTRUCTIONS

- Answer all questions in Section A
- Answer any three questions in Section B

SECTION A: ANSWER ALL QUESTIONS (25 Marks)

1. Define business by bringing out three clear ways of understanding it (5 Marks)
2. Highlight the characteristics of Business (5 Marks)
3. “As business operates in society it can’t exist and grow unless it cares for society”
Discuss the foregoing statement. (5 Marks)
4. Explain the features of Management (5 Marks)
5. Discuss the contributions of the classical school thought in the growth of Business (5 Marks)

SECTION B: ANSWER ANY THREE QUESTIONS (45 Marks)

6. Discuss as to why business should be good corporate citizens (15 Marks)
7. Identify and discuss the core principles and tenets of professionalism (15 Marks)
8. For smooth and success of organizational activities there must be an ethical climate,
identify and discuss how organizations can improve the organizational ethical climate. (15 Marks)
9. Bring out the understanding of the word business environment. Explain clearly the two
view points of the environment. (15 Marks)