

COURSE CODE; BUS1213 BUSINESS STUDIES

ROYSAMBU DAY CLASS

INSTRUCTIONS

- Read all questions carefully before attempting.
- Write your **student number** on the answer booklet provided.
- Answer five questions, **Question one is compulsory**

QUESTION ONE

- a) Identify and discuss any five factors influencing growth and development of small and medium enterprises(SMEs) in Kenya (10marks)
- b) In your own view, identify and explain five ways of solving myriad challenges faced by SMEs in Kenya (10marks)
- c) Identify and explain the importance of any five stakeholders of any business entity.
(10marks)
- d) Explain the following
 - i. Articles of association (5marks)
 - ii. Memorandum of association (5marks)

QUESTION TWO

- a) Explain any five external environmental factors affecting businesses today (10marks)
- b) Outline the main characteristics of Limited Companies (5marks)

QUESTION THREE

- a) Explain the three major financial management decisions in businesses. (3marks)
- b) Identify and discuss the major sources of funds to finance a business venture (12marks)

QUESTION FOUR

- a) Examine any five activities and decisions centering on product planning and development
(5marks)

- b) With the aid of a diagram, identify and describe the main stages in the product life cycle
(10marks)

QUESTION FIVE

Citing appropriate examples identify and explain any five managerial functions (15 marks)

QUESTION SIX

- a) Define communication as used in business (1mark)
- b) Explain the nine elements of the communication process in business (9marks)
- c) As a business manager in your own enterprise outline the qualities that you should possess as a communicator to enhance your effectiveness as a decision maker (5marks)