



PAN AFRICA CHRISTIAN UNIVERSITY
SCHOOL OF LEADERSHIP, BUSINESS & TECHNOLOGY
END OF SEMESTER EXAMINATION FOR THE DEGREE OF
BACHELOR OF COMMERCE
BACHELOR OF BUSINESS LEADERSHIP
BACHELOR OF BUSINESS AND INFORMATION TECHNOLOGY
JANUARY-APRIL 2019 SEMESTER
CAMPUS: ROYSAMBU
DEPARTMENT: BUSINESS STUDIES
COURSE CODE: BUS1213|BCM100|BIT101
COURSE TITLE: BUSINESS STUDIES
EXAM DATE: TUESDAY 9th APRIL 2019
DURATION: 3 HOURS
TIME: 2:00PM-5:00PM
INSTRUCTIONS

- Read the instructions and questions carefully before you write the answers.
- Write your **STUDENT NUMBER** in the Answer Booklet given
- *Write clearly and legibly.*
- This examination script consists of **Six (6)** questions.
- Answer Question **ONE** and any other **FOUR** questions
- *ALL PAC University's examination rules and regulations apply*

QUESTION 1**COMPULSORY**

- (a) Outline **FOUR** features of Business Ethics. (4 Marks)
- (b) Discuss **THREE** objectives of Financial Management. (6 Marks)
- (c) Explain **THREE** characteristics of insurance. (6 Marks)
- (d) Discuss **FOUR** objectives of running a business. (8 Marks)
- (e) Explain **FOUR** main functions of an entrepreneur. (8 Marks)
- (f) Describe **FOUR** elements on which human resource management philosophy and practices are based. (8 Marks)

QUESTION 2**(15 MARKS)**

- (a) Grace started a small business which failed after eight months. Outline **SEVEN** reasons for the failure of her business. (7 Marks)
- (b) Discuss **FOUR** relationships that every business professional must invest in. (8 Marks)

QUESTION 3**(15 MARKS)**

- (a) Outline the nature of Human Resource Management. (7 Marks)
- (b) Discuss **FOUR** types of Social Responsibility that a business can take part in. (8 Marks)

QUESTION 4**(15 MARKS)**

- (a) Explain **THREE** importance of production management to customers and society. (6 Marks)
- (b) Describe the SWOT Analysis, citing relevant examples, in each case. (9 Marks)

QUESTION 5**(15 MARKS)**

- (a) Discuss **THREE** tools and techniques that are used in management accounting. (6 Marks)
- (b) Explain the concept of the 'Marketing Mix'. (9 Marks)

QUESTION 6**(15 MARKS)**

- (a) Outline **FIVE** advantages of a Cooperative Society. (5 Marks)
- (b) Differentiate between public law and private law as used in Business Law. (4 Marks)
- (c) Business Ethics is increasingly being embraced by many organizations today. Based on this statement, discuss **THREE** elements of Business Ethics. (6 Marks)