

Business Studies - Diploma

PAN AFRICA CHRISTIAN UNIVERSITY

DENT 0111: BUSINESS STUDIES ONLINE EXAM (DIPLOMA)

DATE:

TIME:

ANSWER QUESTION ONE AND ANY OTHER THREE

QUESTION 1 **(COMPULSORY)** **(10 MARKS)**

(a) Explain **FOUR** features of a business. **(4 Marks)**

(b) Discuss, with one example for each, **THREE** elements of the internal environment of an organization. **(6 Marks)**

QUESTION 2 **(10 MARKS)**

(a) Discuss, with two practical examples, the role of ethics in a business. **(4 Marks)**

(b) Explain **THREE** social responsibilities of a business towards its shareholders. **(6 Marks)**

QUESTION 3 **(10 MARKS)**

(a) Explain the nature of Human Resource Management. **(4 Marks)**

(b) Discuss **THREE** challenges that a company may face when trading in the international market. **(6 Marks)**

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QUESTION 4 **(10 MARKS)**

(a) Samuel wants to prepare a risk management document. Explain to him the **FOUR** steps in the risk management process. **(4 Marks)**

(b) Discuss **THREE** sources of law in Kenya. **(6 Marks)**

QUESTION 5 **(10 MARKS)**

(a) Discuss **FOUR** ethical issues in human resource department of an organization. **(4 Marks)**

(b) As a consultant, advise a business owner on **THREE** ways in which they can manage their finances so that the business can grow.

(6 Marks)

QUESTION 6 **(10 MARKS)**

(a) Explain **FOUR** characteristics of entrepreneurship. **(4 Marks)**

(b) Discuss any **THREE** universal functions performed in marketing. **(6 Marks)**

End of Exam