



**CENT0111: INTRODUCTION TO BUSINESS STUDIES**

**SPECIAL EXAM- Roysambu Day**

**Instructions**

- i. This exam paper contains SIX questions containing 10 marks each.**
  - ii. Answer Question 1 (COMPULSORY) and any other THREE questions**
  - iii. Read each question carefully before attempting.**
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**QUESTION 1**

- a) Describe FOUR characteristics of a service. (2 Marks)**
- b) State and explain FOUR roles of Government in Business (8 Marks)**

**QUESTION 2**

- a) A trader has decided to expand his manufacturing business. Give TWO sources of capital. (2 Marks)**
- b) Explain FOUR factors that constitute the business Macro environment. (8 Marks)**

**QUESTION 3**

## Introduction to Business

a) Highlight the factors of production in the manufacture of goods and services.

(4

**Marks)**

b) Explain THREE major challenges faced by Business Organizations in Kenya today. **(6 Marks)**

### **QUESTION 4**

a) Explain TWO advantages of each of the following type of business

i. Partnership **(2 Marks)**

ii. Joint stock company **(2 Marks)**

iii. Cooperatives **(2 Marks)**

b) State FOUR reasons why vegetables exporters would transport their produce by air rather than sea. **(4 Marks)**

### **QUESTION 5**

a) State TWO types of risks in business. **(2 Marks)**

b) Describe FOUR main functions of the following departments in an organization

i. Marketing department **(4 Marks)**

ii. Information Technology department **(4 Marks)**

### **QUESTION 6**

a) Highlight FOUR sources of information in business. **(4 Marks)**

- b)** Discuss THREE social responsibilities a manufacturing firm should have to the community. **(6 Marks)**

**End of Exam**