



**PAN AFRICA CHRISTIAN UNIVERSITY**  
**SCHOOL OF LEADERSHIP, BUSINESS & TECHNOLOGY**  
**END OF SEMESTER EXAMINATION FOR**  
**CERTIFICATE IN SUPPLY CHAIN MANAGEMENT**  
**CERTIFICATE IN ENTREPRENEURSHIP DEVELOPMENT**  
**MAY-AUGUST 2019**

**CAMPUS: ROYSAMBU**

**DEPARTMENT: BUSINESS**

**COURSE CODE: CSPM0111 | CENT0111**

**COURSE TITLE: INTRODUCTION TO BUSINESS**

**EXAM DATE: WEDNESDAY 14<sup>th</sup> AUGUST 2019**

**DURATION: 2 HOURS**

**TIME: 9:00AM-11:00AM**

**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 exam script consists of **Six (6)** questions.
- Answer **ALL** questions in **SECTION A(Compulsory)** and Any other **THREE (3)** questions from **SECTION B**
- *ALL PAC University's examination rules and regulations apply*

**SECTION A (COMPULSORY)**

**QUESTION 1**

**(30 MARKS)**

- (a) Define the following terms:
- (i) Marketing; (1 Mark)
  - (ii) Human Resources Management; (1 Mark)
  - (iii) Insurance; (1 Mark)
  - (iv) Production (1 Mark)
- (b) Citing relevant examples, differentiate between consumer goods and producer goods. (4 Marks)
- (c) Discuss **TWO** types of economies. (4 Marks)
- (d) Management accounting is used by management to do a number of activities. Explain any **THREE** of these. (6 Marks)
- (e) Explain **THREE** sources of law. (6 Marks)
- (f) Outline **THREE** roles of Human Resource Management in an organization. (6 Marks)

**SECTION B**

**ANSWER ANY THREE QUESTIONS**

**(30 MARKS)**

**QUESTION 2**

**(10 MARKS)**

- (a) Outline **FOUR** features of a business. (4 Marks)
- (b) Explain **THREE** importance of production management to a business firm. (6 Marks)

**QUESTION 3**

**(10 MARKS)**

- (a) A firm's strengths can be used as a basis for developing its [competitive advantage](#). Outline any **FOUR** examples of such strengths. (4 Marks)
- (b) Explain the following types of market systems:
- (i) Perfect competition; (2 Marks)
  - (ii) Monopoly; (2 Marks)
  - (iii) Oligopoly. (2 Marks)

**QUESTION 4**

**(10 MARKS)**

- (a) The social responsibility of a business comprises of a number of obligations. Highlight **FOUR** of these obligations. (4 Marks)
- (b) Explain **THREE** of the significant elements that have advanced international business. (6 Marks)

**QUESTION 5**

**(10 MARKS)**

- (a) Outline **THREE** objectives of Financial Management. (6 Marks)
- (b) Explain **TWO** features of Business Ethics. (4 Marks)

**QUESTION 6**

**(10 MARKS)**

- (a) Highlight **TWO** elements of an insurance transaction. (2 Marks)
- (b) Explain the concept of the 'Marketing Mix'. (8 Marks)