



PAN AFRICA CHRISTIAN UNIVERSITY
SCHOOL OF LEADERSHIP, BUSINESS AND TECHNOLOGY
END OF SEMESTER EXAMINATION FOR THE DEGREE OF
BACHELOR OF BUSINESS LEADERSHIP
BACHELOR OF BUSINESS INFORMATION TECHNOLOGY
BACHELORS OF COMMERCE
MAY – AUGUST 2018

CAMPUS: ROYSAMBU

DEPARTMENT: BUSINESS

COURSE CODE: BUS1213|BCM100|BIT101

COURSE TITLE: BUSINESS STUDIES

EXAM DATE: FRIDAY 10TH AUGUST 2018

TIME: 2:00PM-5:00PM

INSTRUCTIONS

- Read all questions carefully before attempting.
- Write your **student number** on the answer booklet provided.
- 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 ONE: COMPULSORY

- (a) (i) Define the meaning of a formal business enterprise. (2 marks)
- (ii) Explain FOUR benefits from activities of business enterprise. (8 marks)
- (b) Describe FIVE elements contained in the company memorandum of association. (5 marks)
- (c) Discuss the NINE stages of the communication process. (9 marks)
- (d) Explain the SEVEN activities of product planning. (7 marks)
- (e) Discuss the MACRO environment of business. (9 marks)

QUESTION TWO

- (a) Define the nature of marketing. (2 marks)
- (b) Explain the meaning of marketing mix. (3 marks)
- (c) With the use of a diagram explain the product life cycle. (10 marks)

QUESTION THREE

- (a) Explain the TWO major goals of financial management. (2 marks)
- (b) Describe the THREE key decisions of financial management. (3 marks)
- (c) Discuss FIVE sources of short term finance. (5 marks)
- (d) Describe FIVE sources of long term finance. (5 marks)

QUESTION FOUR

- (a) Explain the meaning of business environment. (2 marks)
- (b) Discuss the business micro environment. (8 marks)
- (c) Describe the Macro environment. (5 marks)

QUESTION FIVE

- (a) Define communication. (2mark)
- (b) Discuss THREE types of oral communication. (6 marks)
- (c) Explain the SEVEN areas where written communication is used. (7 marks)

QUESTION SIX

- (a) Explain the contents of the Company Articles of Association. (5 marks)
- (b) Distinguish between Companies and Partnerships. (10 marks)