



PAN AFRICA CHRISTIAN UNIVERSITY
SCHOOL OF LEADERSHIP, BUSINESS & TECHNOLOGY
END OF SEMESTER EXAMINATION FOR THE DEGREE OF
BACHELOR OF BUSINESS LEADERSHIP
BACHELOR OF COMMERCE
BACHELOR OF BUSINESS AND INFORMATION TECHNOLOGY
DIPLOMA IN ENTREPRENEURSHIP MANAGEMENT
MAY-AUGUST 2019

CAMPUS: ROYSAMBU

DEPARTMENT: BUSINESS

COURSE CODE: BUS1213|BCM100|BIT101|DENT0111

COURSE TITLE: BUSINESS STUDIES

EXAM DATE: WEDNESDAY 14th 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) Outline **FOUR** purposes of Business Ethics in an organization. **(4 Marks)**
- (b) Highlight **FOUR** characteristics of insurance. **(4 Marks)**
- (c) Discuss **TWO** functions of Financial Management. **(4 Marks)**
- (d) Discuss **THREE** objectives of running a business. **(6 Marks)**
- (e) Explain **THREE** main functions of an entrepreneur. **(6 Marks)**
- (f) Discuss **THREE** elements of the human resource management philosophy and practices. **(6 Marks)**

SECTION B **ANSWER ANY THREE QUESTIONS** **(30 MARKS)**

QUESTION 2 **(10 MARKS)**

- (a) Rehema started a small business which failed after nine months. Outline **FOUR** reasons for the failure of her business. **(4 Marks)**
- (b) Discuss **THREE** relationships that every business professional must invest in. **(6 Marks)**

QUESTION 3 **(10 MARKS)**

- (a) Outline the **FOUR** nature of Human Resource Management. **(4 Marks)**
- (b) Discuss **THREE** types of Social Responsibility that a business can take part in. **(6 Marks)**

QUESTION 4 **(10 MARKS)**

- (a) Outline **TWO** importance of production management to customers and society. **(2 Marks)**
- (b) Describe the SWOT Analysis, citing relevant examples, in each case. **(8 Marks)**

QUESTION 5 **(10 MARKS)**

- (a) Discuss **TWO** tools and techniques that are used in management accounting. **(4 Marks)**
- (b) Discuss **THREE** problems that an entrepreneur may experience when operating a small business. **(6 Marks)**

QUESTION 6 **(10 MARKS)**

- (a) Differentiate between public law and private law as used in Business Law. **(4 Marks)**

(b) Discuss **THREE** elements of Business Ethics.

(6 Marks)