



PAN AFRICA CHRISTIAN UNIVERSITY
END OF SEMESTER EXAMINATION FOR THE DEGREE OF
BACHELORS OF COMMERCE
BACHELOR OF BUSINESS LEADERSHIP
BACHELOR OF BUSINESS INFORMATION TECHNOLOGY

MAY-AUGUST 2017

CAMPUS: ROYSAMBU

DEPARTMENT: BUSINESS

COURSE CODE: BUS1213|BCM100|BIT100

COURSE TITLE: BUSINESS STUDIES

EXAM DATE: TUESDAY 25th JULY 2017

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.

QUESTION ONE: COMPULSORY

a) Explain any five micro environmental factors affecting business operations

(10marks)

b) Identify and explain the importance of any five stakeholders of any business entity.

(10marks)

c) Discuss any five challenges faced by small and medium enterprises in Kenya (10marks)

d) Explain the following terms

i. Sole proprietorship (5marks)

ii. Partnerships (5marks)

QUESTION TWO

a) Explain any five external environmental factors affecting businesses today (10marks)

b) Outline the main characteristics of Limited Companies (5marks)

QUESTION THREE

a) Explain the three major financial management decisions in businesses. (3marks)

b) Identify and discuss the major sources of funds to finance a business venture (12marks)

QUESTION FOUR

a) Examine any five activities and decisions centering on product planning and development

(5marks)

b) With the aid of a diagram, identify and describe the main stages in the product life cycle

(10marks)

QUESTION FIVE

Citing appropriate examples identify and explain any five managerial functions (15 marks)

QUESTION SIX

a) Define communication as used in business (1mark)

b) Explain the nine elements of the communication process in business (9marks)

c) As a business manager in your own enterprise outline the qualities that you should possess as a communicator to enhance your effectiveness as a decision maker (5marks)