



**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

COURSE TITLE: BUSINESS STUDIES

EXAM DATE: FRIDAY 10TH AUGUST 2018

TIME: 2:00PM-5:00PM

INSTRUCTIONS

- This examination script consists of **six(6)** questions.
- Answer question **ONE** and ANY other **four** Questions.
- Read all questions carefully before attempting.
- Write your **student number** on the answer booklet provided.

QUESTION ONE: COMPULSORY

- a) Identify **FIVE** skills that managers require to perform effectively (10 Marks).
- b) Describe the **FIVE** different types of decisions that are made in different levels of management (10 Marks).
- c) Explain **FIVE** methods of pricing (10 Marks).
- d) Explain **FIVE** pricing strategies (10 Marks).

QUESTION TWO:

- a) Identify FIVE factors of production and how they are used in business operations (5 Marks).
- b) Describe FIVE factors that constitute internal business environment (10Marks).

QUESTION THREE:

- a) Outline FIVE contents of memorandum of association (5 Marks).
- b) Explain FIVE characteristics of partnership (10 Marks).

QUESTION FOUR:

- a) State FIVE advantages sole- proprietorship (5 Marks).
- b) Explain FIVE classifications of mergers (10 Marks).

QUESTION FIVE:

- a) Outline FIVE terms used in stock exchange market (5 Marks).
- b) Discuss FIVE advantages of limited companies (10 Marks).

QUESTION SIX:

- a) You want to start a hotel business in town, outline FIVEexternal factors in the environment that you would have to scan (5 Marks).
- b) Explain FIVE objectives of starting a business (10 Marks).