



SOUTH EASTERN KENYA UNIVERSITY

UNIVERSITY EXAMINATIONS 2017/2018

SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE

DBA 101: INTRODUCTION TO BUSINESS

DATE: 19TH APRIL, 2018

TIME: 4.00-6.00PM

INSTRUCTIONS

Answer Question One and Any other Two.

Question one

- (a) Micro - enterprises have played a key role in the growth of Kenya's economy; explain their contributions towards the attainment of vision 2030 and the challenges they face (15marks)
- (b) Briefly mention and describe the five main marketing philosophies (5marks)
- (c) Why would one would opt to start a company as opposed to a partnership? (5marks)
- (d) Explain five ways in which businesses benefit the society in which they operate (5marks)

Question two

- (a) Explain five ways in which firms can enter the international market (10mks)
- (b) Briefly explain five characteristics of a business organization (10marks)

Question three

- (a) Explain why business organizations are considered as open systems (10marks)
- (b) Briefly explain three sources of finance internal to the organization. (10marks)

Question four

- (a) Discuss six functions of Human resources management. (10marks)

(b) Discuss four basic principles of marketing

(10marks)

Question five

(a) Discuss adequately the components of the macro environment that affect the way businesses operate (20 marks)