



ALUPE UNIVERSITY

COLLEGE

... Bastion of Knowledge...

P. O.Box 845-50400 Busia(K)

principal@auc.ac.ke

Tel: +254 741 217 185

+254 736 044 469

off Busia-Malaba road

OFFICE OF THE DEPUTY PRINCIPAL

ACADEMICS, RESEARCH AND STUDENTS' AFFAIRS

UNIVERSITY EXAMINATIONS

2018 /2019 ACADEMIC YEAR

FIRST YEAR SECOND SEMESTER REGULAR EXAMINATION

FOR THE DEGREE OF BACHELOR EDUCATION BUSINESS

COURSE CODE:EDB 213

COURSE TITLE: BUSINESS STUDIES METHODS 1

DATE:17/04/2019

TIME: 2.00PM-5.00PM

INSTRUCTION TO CANDIDATES

- SEE INSIDE

THIS PAPER CONSISTS OF 4 PRINTED PAGES

PLEASE TURN OVER

INSTRUCTIONS TO CANDIDATES

- i. Answer Question **ONE** and any other **TWO** questions.
- ii. Do not write on the question paper.

SECTION A

QUESTION ONE

(30 MARKS)

You are invited to Busia County Secondary Schools Business Studies students' forum as an expert in Business Studies.

- (a) (i) You notice that quite a number of students can't tell the scope of business studies. State any **two** components of business studies to the attendees (2 marks)
- (ii) In the course of interaction with the students some are keen to undertake business related courses at the university. Name any **three** undergraduate programmes the students can be enrolled in (3 marks)
- (iii) The business studies curriculum offers a range of courses, all built on the belief that effective learning in all subjects of the discipline depends on the development of knowledge and skills in some critical areas. State to the students any **three** critical areas of learning in all business studies courses (3 marks)
- (b) Explain the following 21st Century critical learning and innovation skills to the attendees that students need to have for proper learning
 - (i) Communication and collaboration (4 marks)
 - (ii) Critical thinking and problem solving (4 marks)
- (c) Discuss any **four** importance of business enterprises in an economy (4 marks)
- (d) Some students in attendance are motivated and want to pursue a career in teaching business studies. Enlighten them Discussing any **five** qualities a teacher of business studies must possess (10 marks)

QUESTION TWO

(20 MARKS)

You are the key note speaker in the Busia district secondary schools business studies conference for public schools.

- (a) (i) Students in attendance seem unsure whether business studies can lead them into meaning careers. Name any **two** career opportunities associated with business studies for the students (2 marks)

(ii) State to the students any **three** general objectives of studying business studies

(3 marks)

(b) (i) After giving a brief history of development integrated business studies curriculum (IBSC), some students still don't understand what it is. Define integrated business studies curriculum to the students

(2 marks)

(ii) State to the students any **three** ways a curriculum can be integrated

(3 marks)

(c) Discuss any **five** administrative changes facing head teachers in implementation of the Integrated Business Studies Curriculum (IBSC) to the attendees.

(10 marks)

QUESTION THREE

(20 MARKS)

An understanding of ideal learning conditions is of great help to a teacher. That is the only way; lessons will become more meaningful to learners and enable them realize their goals and aspirations in life. In light of this;

(a) Discuss any **four** physiological factors affecting learning

(8 marks)

(b) State any **four** factors that influence the choice teaching method

(4 marks)

(c) Describe the classical behaviourist (stimulus – Response) theory of learning and highlight at least **four** implications it has on teaching and learning.

(8 marks)

QUESTION FOUR

(20 MARKS)

(a) (i) What is a teaching strategy

(1 marks)

(ii) State any **four** things you need to consider when using groups in teaching and learning strategies

(4 marks)

(b) Explain the following teaching – learning strategies that a teacher can employ in the teaching of business studies. State at **two** advantages of employing each strategy.

(i) Brain storming

(3 marks)

(ii) Excursions

(3 marks)

(iii) Resource Person

(3 marks)

(c) Describe the following groups of instructional strategies for effective teaching.

(i) Direct instructional strategies

(2 marks)

(ii) Indirect instructional strategies

(2 marks)

(iii) Interactive instructional strategies

(2 marks)

QUESTION FIVE

(20 MARKS)

Identifying appropriate uses of media is both an increasingly important requirement of business studies teachers and instructors in a digital age, and a very complex challenge. This is one reason why they need to work closely with instructional designers and media professionals whenever possible;

- (a) Based on how learners cognitively process multimedia, discuss any **four** Mayer's principles of multimedia design. **(8 marks)**
- (b) State any **four** factors you may consider when selecting media for teaching business studies **(4 marks)**
- (c) Giving relevant examples discuss the following teaching methods can be employed in business studies;
 - (i) Learner centred methods **(4 marks)**
 - (ii) Teacher centred methods **(4 marks)**