



OFFICE OF THE DEPUTY VICE CHANCELLOR
ACADEMICS, STUDENT AFFAIRS AND RESEARCH

UNIVERSITY EXAMINATIONS

2024 /2025 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER MAIN EXAMINATION

FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT

COURSE CODE: **BBM 110**

COURSE TITLE: **BUSINESS MATHEMATICS**

DATE: **08/01/2025**

TIME: **11:00- 2:00PM**

INSTRUCTION TO CANDIDATES

- SEE INSIDE

THIS PAPER CONSISTS OF 3 PRINTED PAGES

PLEASE TURN OVER

MAIN EXAM
BBM 110: INTRODUCTION TO BUSINESS
DURATION: 3 Hours

STREAM: BBM

INSTRUCTIONS TO CANDIDATES

- i. Answer Question **ONE** and any other **TWO** questions.
- ii. Maps and diagrams should be used whenever they serve to illustrate the answer.
- iii. Do not write on the question paper.

SECTION A

Question one (30 marks)

- a) Using relevant examples, explain the major opportunities provided by the following environmental forces (10 marks)
 - a) Geographical environmental forces
 - b) Economic environmental forces
 - c) Cultural environmental forces
 - d) Political and legal environmental forces
- b) Describe the role of government in development of business activities in the Kenyan economy (5marks)
- c) Define utility and discuss the various types of economic utility. (5marks)
- d) Modern businesses are subject to fast changes, increase in size, number and form with passage of time. Explain the main functions performed by modern businesses (10 marks).

SECTION B

Question Two (20 marks)

- a) Discuss the various arguments for and against social responsibility among business organizations (12 marks)
- b) Explain how land as a factor of production can influence location of a business (8 marks)

Question Three (20 marks)

- a) Discuss the macro (external) environmental factors that influence business activities in Kenya. (10 marks)
- b) Explain the relevance of Abraham Maslow's hierarchy of needs to the process of motivation (10 marks)

Question four (20 marks)

- a) Explain the various characteristics of sole proprietorship form of business
(8marks)
- b) Explain the reasons why the government may prefer to enter into joint ventures with private firms. (12 marks)

Question five (20 marks)

- a) Describe the various factors an entrepreneur should put into consideration when selecting the best form of business ownership structure (10 marks)
- b) The government often protects domestic businesses from external competition. Develop a case for and against such government action (10 marks)