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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2019/2020 ACADEMIC YEAR
THIRD YEAR, FIRST SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)

Date: 12th April, 2019
Time: 11.00am – 1.00pm

KBM 300 – FUNDAMENTALS OF INTERNATIONAL BUSINESS

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

Opondo gave an opinion that, while every individual campaign should have a plan, your company also needs a strategic marketing plan to guide your overall efforts. A strategic plan identifies your business goals, the marketplace in which you compete, your target audience, the ways you want to reach them, and how you will evaluate your success. It integrates everything you say and do to grow your company. A strategic marketing plan is not a static document that gets tossed in a drawer once it's written. Instead, a plan is a living document that guides your work and is regularly updated to reflect changes in your business, your customers, and your competition. Opondo (2016)

Answer the following questions by referring to the above paragraph:

- a) Define the following terms;
 - i) Market (2 Marks)
 - ii) Marketing (2 Marks)
- b) Highlight how the marketing mix assist the growth of an organization (5 Marks)
- c) Discuss how a strategic market plan is important to business (5 Marks)
- d) Elaborate on the two major customers in the market with their basic characteristics (5 Marks)
- e) In business, competition is inevitable, explain using three examples how entrepreneurs can cope with this threat. (5 Marks)

QUESTION TWO (20 MARKS)

- a) A situation analysis the model used in the strategic marketing planning, identify and explain its components. (10 Marks)
- b) Explain the importance of SWOT analysis. (10 Marks)

QUESTION THREE (20 MARKS)

- a) Customer relation management is important for the performance of any organization, discuss how the following supports its success
 - i) Customer value (6 Marks)
 - ii) Satisfaction (6 Marks)
- b) Discuss how Partner inside the company is important to the organization. (8 Marks)

QUESTION FOUR (20 MARKS)

- a) Distinguish between a product and a service using four examples. (6 Marks)
- b) Examine four differences between a consumer product and the industrial product. (8 Marks)
- c) Explain three ways in which branding helps the consumer. (6 Marks)

QUESTION FIVE (20 MARKS)

- a) Discuss three main approaches used in marketing planning (6Marks)
- b) Differentiate between a store and warehousing (8 Marks)
- c) The customer is the king or queen, confirm this statement using two examples. (6 Marks)



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UNIVERSITY EXAMINATION, 2018/2019 ACADEMIC YEAR
FIRST SEMESTER EXAMINATION
FOR THE DIPLOMA IN BUSINESS ADMINISTRATION)

UNIT CODE: DCU _____
GROUP: DIT, DBT, DPS _____
UNIT TITLE: ENTREPRENEURSHIP
EXAM TYPE: (main)
LECTURERS NAME: DANIEL NYABARO _____
LECTURES CONTACT: 0723397279 _____

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

Celestine viewed that, the first factor for entrepreneurial success is interest. Since entrepreneurship pays off according to performance rather than time spent on a particular effort, an entrepreneur must work in an area that interests her. Otherwise, she will not be able to maintain a high level of work ethic, and she will most likely fail. This interest must also translate into a vision for the company's growth. Even if the day-to-day activities of a business are interesting to an entrepreneur, this is not enough for success unless she can turn this interest into a vision of growth and expansion. This vision must be strong enough that she can communicate it to investors and employees. Celestine (2018)

QUESTION ONE (30 MARKS)

- Describe various views on Entrepreneurship as per Celestine's suggestion (3Marks)
- Explain in three ways in which interest is crucial in the success of entrepreneurs (3Marks)
- Explain any five characteristics of small business enterprises (5Marks)

- d) Write short notes on the sole proprietorship with its advantages and disadvantages (5Marks)
- e) Describe two causes of organizational conflict (5Marks)
- f) Define the ethics (2Marks)
- g) Explain how technology can assist the reality celestine's suggestion (5Marks)
- h) Stress is a poison in business, Explain (2Marks)

QUESTION TWO (20MARKS)

- a) Explain five reasons why small businesses survive regardless of the challenges they face with examples, (10Marks)
- b) Differentiate between formal and informal enterprises (10Marks)

QUESTION THREE (20MARKS)

- a) Give a definition of partnership? (2Marks)
- b) Elaborate the advantages and disadvantages of a partnership business (8Marks)
- c) Use five examples to explain approaches used by an entrepreneur to enter and penetrate the market (10Marks)

QUESTION FOUR (20MARKS)

- a) In running a business, a business plan is essential, you're required to identify and describe the main elements in the business plan format (10Marks)
- b) Explain how the following pricing strategies mean in entrepreneurship
 - i) Penetrating pricing (2Marks)
 - ii) Economy pricing (2Marks)
 - iii) Price skimming (2Marks)
 - iv) Premium pricing (2Marks)
 - v) Value pricing (2Marks)

QUESTION FIVE (20MARKS)

- a) By use of examples describe how the E-commerce assist business to be managed effectively (10Marks)
- b) Business activities are vulnerable to change, suggest ways in which it can be managed (10Marks)