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

Date: 11th April, 2019
Time: 8.30 - 10.30am

KBA 101 - INTRODUCTION TO BUSINESS

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Outline the characteristics of labour. (5 Marks)
- b) Giving examples discuss the four major types of utility (5 Marks)
- c) Highlight the areas of social responsibility on employees (5 Marks)
- d) Discuss the characteristics of a sole proprietorship (5 Marks)
- e) Define the Matrix organizational structure (3 Marks)
- f) Identify the characteristics of authority power (2 Marks)
- g) Define the following terms as they are used in stock exchange markets:
 - i) Cum div vs ex div (3 Marks)
 - ii) Stock splitting (2 Marks)

QUESTION TWO (20 MARKS)

- a) Differentiate between the Memorandum of Association and Articles of Association. (10 Marks)

- b) You have been consulted by Horizons Limited to help them in restructuring their business for efficiency and profitability. To help you achieve this, compare the Advantages of centralization and decentralization of authority (10 Marks)

QUESTION THREE (20 MARKS)

- a) Evaluate the features of a limited company (10 Marks)
- b) Analyze the characteristics of ordinary shares. (10 Marks)

QUESTION FOUR (20 MARKS)

- a) Public companies are enterprises owned and run by the government. Elaborate the reasons for state undertakings. (10 Marks)
- b) Illustrate the activities involved in planning. (10 Marks)

QUESTION FIVE (20 MARKS)

- a) List the activities involved in the planning function in an organization. (8 Marks)
- b) You are the Corporate Affairs Manager of Dynamic Systems Ltd. Suggest three activities and justify the return on invest for corporate social responsibility. (12 Marks)