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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY  
UNIVERSITY EXAMINATION, 2020/2021 ACADEMIC YEAR  
FIRST YEAR, FIRST SEMESTER EXAMINATION  
FOR THE DEGREE OF BACHELOR OF SCIENCE  
(BUSINESS ADMINISTRATION)**

Date: 14<sup>th</sup> December, 2020  
Time: 2.30pm – 4.30pm

**KBA 101 - INTRODUCTION TO BUSINESS**

**INSTRUCTIONS TO CANDIDATES**

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**ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS**

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**QUESTION ONE (30 MARKS)**

- a) Discuss the characteristics of land. (6 Marks)
- b) Define 'Corporate Social Responsibility' (4 Marks)
- c) Business environment has an impact on the performance of the business. Discuss the internal environment factors and explain how they affect business. (10 Marks)
- d) Define the following terms:  
i) Policies (3 Marks)  
ii) Management styles (3 Marks)
- e) Highlight the importance of planning. (4 Marks)

**QUESTION TWO (20 MARKS)**

- a) Explain the essential requirements of a good organization structure. (10 Marks)
- b) Human Resource Management is about ensuring that individual, organizational and societal objectives are accomplished. Discuss the personnel operation functions of Human Resource Management. (10 Marks)

**QUESTION THREE (20 MARKS)**

- a) Discuss the advantages of public enterprises. (10 Marks)
- b) Discuss the functions of Stock Exchange. (10 Marks)

**QUESTION FOUR (20 MARKS)**

- a) Explain the circumstances under which a company can wind up. (10 Marks)
- b) Discuss the arguments against business involvement in social responsibility. (10 Marks)

**QUESTION FIVE (20 MARKS)**

- a) Discuss the characteristics of a business. (10 Marks)
- b) Explain the reasons why subordinates could fail to embrace delegation. (10 Marks)