



Kasarani Campus
Off Thika Road
Tel. 2042692 / 3

49274, 00100

P. O. Box

NAIROBI
Westlands Campus
Pamstech House
Woodvale Grove
Tel. 4442212
Fax: 4444175

KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR
FIRST YEAR, FIRST SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)

Date: 11th August, 2023
Time: 2.30pm –4.30pm

KBA 101 - INTRODUCTION TO BUSINESS

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

COCA-COLA THRIVES

Coca-Cola reformulated its flagship soft drink in an attempt to better compete with Pepsi. The new drink, named New Coke, failed miserably. But Coca-Cola saved its business by rereleasing the original formulation of Coke under the name Coca-Cola Classic. That, in and of itself, is an excellent case study in business management. However, the more contemporary story is how Coca-Cola has changed its business plan so that no one drink—not even Coke—can heavily influence the company's success and failure. After years of diversification and acquisition, Coca-Cola currently offers more than 500 brands ranging from soft drinks to fruit juices to water. Additionally, it sells its products in over 200 nations.

Coca-Cola Company is involved in investing billions of dollars in the advertising and promotion of the product around the world, so that it can maintain its position against its biggest competitor Pepsi. Coca-Cola uses television advertising for promoting its products and also spends a good portion of the budget over advertising. Coca-Cola also marketed its products through Magazine ads, billboards, online and social media. These tools were used efficiently by Coca-Cola Company for marketing its product line.

- a) Examine six external factors that may have influenced Coca-Cola's business. (7 Marks)
- b) Highlight the motivation advantages of functional structure that could have contributed to the successful operations of Coca-cola. (7 Marks)
- c) Identify the human resource planning procedure that should guide Coca Cola. (5 Marks)
- d) Identify the characteristics of directing that Coca-Cola may have benefited from. (6 Marks)

- e) Highlight four benefits of marketing to Coca Cola as a company. (5 Marks)

QUESTION TWO (20 MARKS)

- a) An upcoming company has engaged you as a consultant and one of your major tasks is to identify skillful managers to head the different departments. Explain to their management the differences between a manager and a leader. (8 Marks)
- b) Management is the process of achieving organizational goals through engaging in the four major functions of planning, organizing, leading and controlling. Explain the different levels of management. (6 Marks)
- c) You are working as a human resource manager in an upcoming small enterprise. Explain to the directors the difference between recruitment and selection. (6 Marks)

QUESTION THREE (20 MARKS)

- a) You are seeking an opportunity to have employees in your department trained. Explain to the management the importance of training. (6 Marks)
- b) Quotation is a consent by the stock exchange for companies' securities to be dealt with in the stock market i.e. to be bought and sold in the stock market. Explain the requirements of quotation. (8 Marks)
- c) Explain the benefits of operating a limited liability company. (6 Marks)

QUESTION FOUR (20 MARKS)

- a) The main function of a distribution channel is to provide a link between production and consumption. Explain the key functions that form any particular distribution channel. (8 Marks)
- b) Market research is a broad category that as a manager you can use to meet the expansion goals of your business. Explain the different sources of capital for a private limited company. (6 Marks)
- c) You have been requested to prepare a presentation the department manager and your major problem has been manpower planning because your department is understaffed. Discuss the advantages of manpower planning that you will have to explain to other managers. (6 Marks)

QUESTION FIVE (20 MARKS)

- a) Social responsibility is an ethical theory in which individuals are accountable for fulfilling their civic duty, and the actions of an individual must benefit the whole of society. Explain arguments for social responsibility. (6 Marks)
- b) Your company is trying to offer quality goods and services to its customers but have been experiencing unexplained low value returns from the available organization resources. Explain the features of control as a management function which can help the organization deal with this challenge.

c) Describe the coordination advantages of a divisional structure.

(8 Marks)

(6 Marks)