

CHUKA



UNIVERSITY

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CHUKA/EMBU

**EXAMINATION FOR THE AWARD OF CERTIFICATE IN BUSINESS
MANAGEMENT**

CIBM 00111: INTRODUCTION TO BUSINESS

STREAMS: CIBM, CPLM

TIME: 2 HOURS

DAY/DATE: THURSDAY 08/07/2021

2.30 P.M – 4.30 P.M

INSTRUCTIONS:

Answer question one and any other two questions

Do not write anything on the question paper

QUESTION ONE

- (a) A business cannot exist in isolation. There must be an interaction between the business and its surroundings. Discuss five business stakeholders and how the business can be responsible towards them. [10 marks]
- (b) Explain the auxiliaries or aids to trade. [10 marks]
- (c) Discuss five major characteristics of a business. [10 marks]

QUESTION TWO

- (a) Highlight five advantages and five disadvantages of partnership form of business undertaking. [10 marks]
- (b) Briefly explain the functional areas of business management. [10 marks]

QUESTION THREE

- (a) Explain what is a financial market and discuss the two types of financial markets. [5 marks]
- (b) Highlight five functions of financial markets. [5 marks]
- (c) An industry is a production of wealth, discuss five classifications of industries. [10 marks]

QUESTION FOUR

- (a) Discuss the external environment of a business. [10 marks]
- (b) Distinguish between a public limited company and a private limited company.[10 marks]
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