



**SEPTEMBER – DECEMBER TRIMESTER, 2022**

**EXAMINATION FOR BACHELOR OF BUSINESS ADMINISTRATION/BACHELOR OF  
MULTIMEDIA JOURNALISM**

**DAY PROGRAMME**

**RBA 101: INTRODUCTION TO BUSINESS**

**DATE: 8<sup>TH</sup> DECEMBER 2022**

**TIME: 2 HOURS**

**SPECIAL INSTRUCTIONS**

1. Write your REGISTRATION NO. Clearly on the answer booklet(s).
2. Answer Question One and ANY other TWO questions.
3. Questions in all sections should be answered in answer booklet(s)
4. PLEASE start the answer to EACH question on a NEW PAGE.
5. For the questions, write the number of the question on the answer booklet(s) in the order you answered.
6. Write on both sides of each leaf and indicate number of each question at the top of each page.
7. Write the answers in a paragraph form unless stated otherwise.
8. Marks allocated to each question are shown at the end of the question.
9. All rough work must be done on the answer booklet and crossed through!
10. Use supplementary pages only when you have exhausted those in the book.
11. Fasten the supplementary pages to the inside back cover of the booklet.

## QUESTION ONE

- (a) Highlight **ten** characteristics of a good business **(10 Marks)**.
- (b) Many businesses begin as sole proprietorships; however, almost no large companies are organized this way.
- (i) Why is the sole proprietorship such a popular form of ownership for new business? **(5 Marks)**.
- (ii) What features of the sole proprietorship make it unattractive to companies that want to expand and grow their business? **(5 Marks)**.
- (c) Employee training and development is a key part of human resource management in an Organization. Explain **five** benefits that an organization derives from training their employees **(10 Marks)**.

## QUESTION TWO

- (a) Differentiate between a **Limited Partnership** and a **Limited Liability Partnership** **(4 Marks)**.
- (b) Explain **three** Key stakeholders of a business **(3 Marks)**.
- (c) Highlight **three** annual reports a business should prepare at the end of the accounting period **(3 Marks)**.
- (d) Multinationals extend their business operation to two or more countries. Evaluate **five** challenges facing multinationals **(10 Marks)**.

## QUESTION THREE

- (a) He is not sure if he needs a Marketing Manager. To assist in making that decision elaborate **five** benefits marketing would perform in their business **(10 Marks)**.
- (b) Write short notes on the following
- (i) Factors of production
- (ii) Marketing mix
- (iii) Relationship era **(6 Marks)**.
- (c) Managers are very critical in an organization. Highlight **four** roles that every managers play in an institution of higher learning **(4 Marks)**.

## QUESTION FOUR

(a) Explain **five** different sources of finance that would allow them to expand their business  
(10 Marks)

(b) Evaluate **five** key difference between a sole proprietor and a partnership (10 Marks).