

Introduction to Business - Diploma

PAN AFRICA CHRISTIAN UNIVERSITY

DENT 0111: INTRODUCTION TO BUSINESS ONLINE EXAM (DIPLOMA)

DATE: MONDAY 31ST JULY 2023

TIME: 11.15 A.M.- 2.15 P.M.

ANSWER QUESTION ONE AND ANY OTHER THREE

QUESTION 1 (COMPULSORY) (10 MARKS)

- (a) Maxwell attended a business conference where speaker talked about the features of a business. Explain any **FOUR** of such features. (4 Marks)
- (b) Discuss, with **ONE** example for each, **THREE** elements of the internal environment of an organization. (6 Marks)

QUESTION 2 (10 MARKS)

- (a) Discuss, with practical examples, **TWO** roles of ethics in a business. (4 Marks)
- (b) Explain **THREE** social responsibility of a business towards its shareholders. (6 Marks)

QUESTION 3 (10 MARKS)

- (a) Explain any **FOUR** of the nature of Human Resource Management. (4 Marks)
- (b) Kenety Limited began trading in the international market last year and has faced a number of challenges. Discuss **THREE** challenges that the company might have faced when trading in that market. (6 Marks)

QUESTION 4 (10 MARKS)

- (a) Ruth wants to prepare a risk management document. Explain to her the **FOUR** steps in the risk management process. (4 Marks)
- (b) Discuss **THREE** sources of law in Kenya. (6 Marks)

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QUESTION 5

(10 MARKS)

(a) Discuss **FOUR** ethical issues that may be prevalent in the human resource department of an organization. **(4 Marks)**

(b) As a consultant, advise a business owner on **THREE** ways in which they can manage their finances so that the business can grow.

(6 Marks)

QUESTION 6

(10 MARKS)

(a) Explain **FOUR** characteristics of entrepreneurship. **(4 Marks)**

(b) Discuss any **THREE** universal functions performed in marketing. **(6 Marks)**

End of Exam