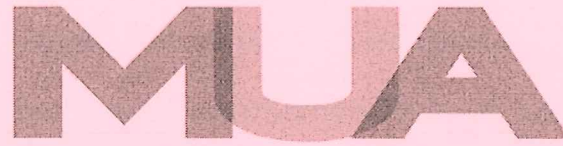


The
Management
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UNDERGRADUATE UNIVERSITY EXAMINATIONS

SCHOOL OF MANAGEMENT AND LEADERSHIP

DEGREE OF BACHELOR OF COMMERCE

BCM 115 : INTRODUCTION TO BUSINESS

DATE: 26TH MARCH 2025

DURATION: 2 HOURS

MAXIMUM MARKS: 70

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **THREE** questions.
6. Question **ONE** carries **25 MARKS** and the rest carry **15 MARKS** each.
7. **Write all your answers in the Examination answer booklet provided.**

QUESTION ONE

Read the Case Study below carefully and answer the questions that follow:

Empowering Rural Communities: A Case Study on the Intersection of Social Enterprise, Technology, and Legal Framework

In rural areas of developing countries, access to essential goods and services can be limited, hindering economic growth and social development. This case study examines how a social enterprise, leveraging technology and adhering to legal frameworks governing the sale of goods, is transforming the landscape of rural communities. Rural communities often face challenges such as limited access to markets, high transportation costs, and lack of infrastructure. Traditional business models struggle to penetrate these areas due to various logistical and economic constraints. A social enterprise, named "RuralEco," was established with a mission to empower rural communities by providing access to essential goods and services while promoting sustainable development.

RuralEco operates as a for-profit entity with a social mission, reinvesting a portion of its profits into community development projects such as education, healthcare, and infrastructure. RuralEco utilizes various technological innovations to overcome logistical barriers and streamline operations:

RuralEco developed a user-friendly e-commerce platform accessible via smartphones, allowing rural residents to browse and purchase products conveniently.

Last-Mile Delivery Solutions was used by Leveraging GPS tracking and optimization algorithms, RuralEco established efficient last-mile delivery networks, ensuring timely and cost-effective delivery of goods to remote locations.

Data Analytics was employed for analyzing consumer behavior and demand patterns, RuralEco optimizes its product offerings and inventory management, reducing waste and maximizing profitability. RuralEco operates in compliance with

local and international laws governing the sale of goods, ensuring transparency, fairness, and consumer protection:

RuralEco sources products from certified suppliers and conducts rigorous quality checks to ensure compliance with safety and regulatory standards.

Legal Documentatio for All transactions conducted through the e-commerce platform are accompanied by legally binding contracts outlining terms of sale, warranties, and dispute resolution mechanisms.

RuralEco provides clear information regarding product specifications, pricing, and refund policies, empowering consumers to make informed decisions and seek recourse in case of dissatisfaction.

Through its innovative approach, RuralEco has significantly improved access to essential goods and services in rural areas, stimulating local economies and enhancing livelihoods. By reinvesting profits into community development projects, RuralEco contributes to long-term sustainability and social cohesion, fostering a sense of ownership and empowerment among rural residents.

Despite its success, RuralEco faces challenges such as infrastructural limitations, regulatory hurdles, and competition from informal markets.

To sustain its impact and expand its reach, RuralEco plans to collaborate with local governments, NGOs, and other stakeholders to address systemic barriers and foster an enabling environment for rural entrepreneurship. The case study of RuralEco demonstrates the transformative potential of social enterprise, technology, and legal compliance in addressing socio-economic challenges and empowering marginalized communities. By embracing innovation and collaboration, businesses can create positive change while ensuring ethical and legal integrity in their operations.

Required:

- a) Discuss the role of technology as an enabler for business. (10 marks)

- b) Propose various ways Producers play a critical role as business players in the chain of distribution. (10 marks)
- c) Enumerate five ways in which producers contribute to the success of businesses (5 marks)

QUESTION TWO

- a) Consider a small startup that has recently launched a new eco-friendly product line. Discuss the potential benefits this business might enjoy as a startup (10 marks)
- b) What are the economic benefits for the business to be gained from launching this new product line? (5 Marks)

QUESTION THREE

- a) Critically discuss the Behavioral Management Theory and Its Applications in Business Management (10 marks)
- b) Propose any Two Applicable Functions of Management for Successful Business Management (5 marks)

QUESTION FOUR

- a) Business partnerships offer numerous advantages, but they also come with limitations and challenges. Enumerate five limitation for sole proprietorship (10 Marks)
- b) The role of politics and law in creating a supportive business environment is significant, as governmental policies and legal frameworks shape the conditions under which businesses operate. Discuss the role played by politics **and** law in enabling business environment. (5 Marks)

QUESTION FIVE

- a) Communication is essential for effective functioning within a business setting. Various types of communication occur within organizations, each serving different purposes and involving different stakeholders. Explain five barriers to effective communications in organizations (10 Marks)
- b) Entrepreneurship brings various benefits to society, contributing to economic growth, innovation, job creation, and social progress. Discuss five benefits of Entrepreneurship (5 marks)

QUESTION SIX

- a) Distributors play a crucial role in ensuring availability and acting as intermediaries between manufacturers and retailers or end consumers. However, distributors face various challenges in executing their function; briefly discuss the challenges with distribution type of business. (10 Marks)
- b) Identify and list five Benefits of Business to the economy. (5 Marks)

