

**UNIVERSITY COLLEGE TATI (UC TATI)****FINAL EXAMINATION QUESTION BOOKLET**

COURSE CODE	: DTG 1212
COURSE	: INTRODUCTION TO BUSINESS
SEMESTER/SESSION	: 2-2024/2025
DURATION	: 3 HOURS

Instructions:

1. This booklet contains 5 questions. Answer ALL questions.
2. All answers should be written in answer booklet.
3. Write legibly and draw sketches wherever required.
4. If in doubt, raise your hand and ask the invigilator.

DO NOT OPEN THIS BOOKLET UNTIL YOU ARE TOLD TO DO SO
BOOKLET CONTAINS 3 PRINTED PAGES INCLUDING COVER PAGE

QUESTION 1

- a) Define business. (2 marks)
- b) Describe any **THREE (3)** functional areas of business. (6 marks)
- c) Explain with example **FOUR (4)** responsibilities of a firm toward.
- i. Customers.
 - ii. Employees.
 - iii. Stockholders.
 - iv. Creditors. (8 marks)

QUESTION 2

- a) Discuss **FOUR (4)** advantages of internal recruitment. (8 marks)
- b) Explain **THREE (3)** impacts of economic growth on business performance. (6 marks)
- c) Illustrate **TWO (2)** benefits of international business expansion. (4 marks)
- d) Discuss **FOUR (4)** Ps in marketing mix. (10 marks)

QUESTION 3

- a) Discuss the following business ownership:
- i. Sole proprietor
 - ii. Partnerships
 - iii. Corporation (6 marks)
- b) Demonstrate **TWO (2)** advantages and **TWO (2)** disadvantages of franchising. (8 marks)

QUESTION 4

- a) Discuss **THREE (3)** levels of management. (6 marks)
- b) Illustrate **TWO (2)** advantages and **TWO (2)** disadvantages of distributing authority among the job positions. (8 marks)
- c) Demonstrate the following departmentalization with proper example.
- i. Departmentalize by Function
 - ii. Departmentalize by Product
 - iii. Departmentalize by Location (6 marks)

QUESTION 5

- a) Illustrate **FIVE (5)** reasons for designing the proper layouts. (10 marks)
- b) A good firm or companies usually have a proper layout that used in order to make the process smoothly operated. State **FOUR (4)** basic layout types. (4 marks)
- c) Demonstrate **FOUR (4)** elements of promotional mix. (8 marks)

-----End of question-----

