



**HIGHER EDUCATION CERTIFICATE  
END OF SEMESTER EXAMINATIONS - APRIL 2025**

**PROGRAMME: HEC**

**YEAR/SEM: YEAR 1/SEMESTER 2**

**COURSE CODE: FDN 1206**

**NAME: INTRODUCTION TO BUSINESS STUDIES**

**DATE: 2025-04-28**

**TIME: 2:00-5:00PM**

**INSTRUCTIONS TO CANDIDATES:**

1. Read the instructions very carefully
2. The time allowed for this examination is STRICTLY three hours
3. Read each question carefully before you attempt and allocate your time equally between all the Sections
4. Write clearly and legibly. Illegible handwriting cannot be marked
5. Number the questions you have attempted
6. Use of appropriate workplace examples to illustrate your answers will earn you bonus marks
7. Any examination malpractice detected will lead to automatic disqualification.

**DO NOT WRITE ANYTHING ON THE QUESTION PAPER**

## **Section A SECTION A IS COMPULSORY**

### **Question 1:**

Explain the significance of employee motivation in business performance. ( 4 marks)

### **Question 2:**

Identify four reasons for starting a business. ( 4 Marks)

### **Question 3:**

Explain any advantages of choosing cooperative form of business. ( 4 Marks)

### **Question 4:**

How does government regulation affect businesses? ( 4 Marks)

### **Question 5:**

What are the main elements of the business environment? ( 4 Marks)

### **Question 6:**

Explain the advantages of internal recruitment for any organisation? ( 4 Marks)

### **Question 7:**

How does human resource management contribute to business success? ( 4 marks)

### **Question 8:**

What are the key responsibilities of an operations manager? ( 4 marks)

### **Question 9:**

Define marketing and explain its importance in business success ( 4 Marks)

### **Question 10:**

How can SWOT be used to analyse and improve his business operations? ( 4 Marks)

## **Section B SELECT ANY THREE QUESTIONS IN ALL**

### **Question 1:**

- a) Define marketing and explain its importance in business success. (10 marks)
- b) Identify and describe two marketing strategies that a business can use to attract customers. (10 marks)

### **Question 2:**

- a) Define SWOT analysis and explain its importance in business planning. *(10 marks)*
- b) Identify and describe two strengths and two weaknesses that a startup business might have. *(10 marks)*

**Question 3:**

- a) Discuss the economic and social objectives of a business. *(10 marks)*
- b) Explain the importance of profit maximization in business sustainability. *(10 marks)*

**Question 4:**

- a) Explain the significance of employee motivation in business performance. *(10 marks)*
- b) Discuss two motivational theories and how they apply in business management. *(10 marks)*

**Question 5:**

- a) Define business and explain its key characteristics. *(10 marks)*
- b) Differentiate between economic and non-economic activities with relevant examples. *(10 marks)*

**Question 6:**

- a) Differentiate between the **internal** and **external** business environment. *(10 marks)*
- b) Using **PESTEL analysis**, explain the external factors that influence business operations. *(10 marks)*