



UGANDA BUSINESS AND TECHNICAL EXAMINATIONS BOARD

Business and Humanities Certificate Examinations

NOV-DEC SERIES

PROGRAMME

NCBA, CBS

PAPER NAME

FUNDAMENTALS OF BUSINESS ADMINISTRATION

PAPER CODE

NCBA115/CBS1105

YEAR I, SEMESTER I

2½ HOURS

TUESDAY, 3RD DECEMBER, 2019

INSTRUCTIONS TO CANDIDATES

1. This paper consists of **two** sections **A** and **B**.
2. Section **A** is compulsory and carries **20** marks.
3. Section **B** consists of **six** questions. Answer only **four** questions from this section.
4. All questions carry equal marks.
5. All answers to each question should begin on a fresh page.
6. **Do not** write on the question paper.
7. All answers and rough work should be done in the official answer booklet provided.
8. Read other instructions on the answer booklet.

SECTION A - (20 MARKS)

Answer all questions in this section

Question One

- (a) Identify **two** duties of a partner. (02 marks)
- (b) Differentiate between **generic industry** and **manufacturing industry**. (02 marks)
- (c) Distinguish between **plant location** and **plant layout**. (02 marks)
- (d) Identify **two** social responsibilities a business has towards community. (02 marks)
- (e) State **two** types of training carried out by an organisation. (02 marks)
- (f) Distinguish between a **transfer** and a **separation of employees** in organisations. (02 marks)
- (g) Identify **two** functions of a business organisation. (02 marks)
- (h) Define the term **production management**. (02 marks)
- (i) Write down **two** importance of business ethics to an organisation. (02 marks)
- (j) State **two** micro external environmental factors of a business. (02 marks)

SECTION B - (80 MARKS)

Answer only four questions from this section

Question Two

William has a business in Owino market which has been registering high level of sales for his product. Later he experienced a sharp drop in the level of sales and hence low profit margin but could not establish the cause of the decline in sales. William was told by a colleague that the decline could have originated from both the internal and external influences of the environment which he is ignorant about;

- (a) Explain **five** merits of analysing Owino market. (10 marks)
- (b) Discuss **five** macro business environmental factors that are affecting his business in Owino market. (10 marks)

Question Three

- (a) Define the term **business ethics**. (02 marks)
- (b) Discuss **five** merits of following the principles of business ethics as we transact our business. (10 marks)
- (c) Identify **four** setback that business ethics may pose if not observed. (08 marks)

Question Four

Modern Grain Millers Limited has hired you to work in their Human Resource Department. Management is intending to conduct performance appraisals for all the employees in the company. Your immediate boss has delegated you to handle the activity;

- (a) Discuss **five** methods which you will employ in order to conduct the above activity successfully. (10 marks)
- (b) Explain **five** errors which can be committed while conducting the activity in 4(a). (10 marks)

Question Five

"From the research made, we have discovered that most people who are jobless in Kampala are good entrepreneurs, and others have very small businesses but have the capacity to manage large businesses. We did not know that their main challenge was lack of finance and worst of all they did not know possible sources of finance to run their dream businesses". One researchers said.

- (a) Identify **five** sources of funds which the jobless people in Kampala can think of. (10 marks)
- (b) Discuss **five** factors that determine the levels of the working capital. (10 marks)

Question Six

- (a) Define the term **Marketing Mix** as used in Business administration. (02 marks)
- (b) Explain the **four Ps** of marketing. (08 marks)
- (c) Discuss **five** philosophies of marketing used by business organisations. (10 marks)

Question Seven

"Press Release; In Uganda most industries or plants are located in certain areas. Industries or plants cannot be mounted in the middle of the town or deep in rural villages. Most of the production plants in Uganda are in Kampala, Nakasero, in Jinja and some in Nakasongola Luwero". In view of the above;

- (a) Explain **five** factors that determine the location discussed in the press release above. (10 marks)
- (b) Discuss **five** effects of an industry located in the middle of the town. (10 marks)

END