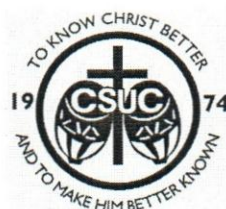


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# CHRISTIAN SERVICE UNIVERSITY COLLEGE KUMASI

FACULTY OF HUMANITIES

DEPARTMENT OF COMMUNICATION STUDIES

BACHELOR OF ARTS IN COMMUNICATION

End of Second Semester Examination, 2018/2019 Academic Year

Level 400

BACS 412: PRINCIPLES OF BUSINESS MANAGEMENT

May, 2019

[70 marks]

Time: 2 hrs

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## INSTRUCTIONS TO CANDIDATES

- Provide your answer in the **Answer Booklet**.
- Answer question **ONE** and any other **TWO**.
- Note: Marks will be awarded for clarity of expression (grammar) and logical presentation of facts.
- Write your index number clearly at the top of the question paper.

*Examiner: Dennis Sarkodie Owusu*

Index number: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Q1 (30 marks)**

Okodie Ntaban Communications Consult has recently changed its business structure from being a sole proprietorship to a partnership. The business has also employed a new Human Resource Manager to oversee this area of management responsibility.

- a. Define the term 'sole proprietorship'
- b. Outline **TWO (2)** reasons why a business may choose to operate as a partnership rather than as a sole proprietorship.
- c. Identify **THREE (3)** core functions expected of the Human Resource Manager.

**Q 2 (20 marks)**

Successful business managers have a good understanding of the environment in which the business operates. With the aid of **TWO (2)** specific examples, explain how the economic dimension of the business environment can influence business activities.

**Q 3 (20 marks)**

Outdoor Living Ltd., a private company, has developed a new type of heating using solar power, and has financed the development stages from its own resources. Market research indicates the possibility of a large volume of demand and a significant amount of additional capital will be needed to finance production.

Advise Outdoor Living Ltd. on:

- a. the advantages and disadvantages of a bank loan. **(2 each)**
- b. **two (2)** sources from which monies might be obtained internally.

**Q 4 (20 marks)**

Outline a likely objective for any **FOUR (4)** stakeholders of Papa's Pizza -the leading provider of takeaway pizzas in Accra.

**Q 5 (20 marks)**

As the Manager of Bosco Ventures:

- a. Explain, briefly, **FOUR (4)** common methods of payment you would use to motivate your staff.
- b. Explain how you would use the following techniques to motivate your staff.
  - i. Job enlargement
  - ii. Job rotation