



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS AND ECONOMICS
UNIVERSITY EXAMINATION**

**BACHELOR OF BUSINESS ADMINISTRATION AND BACHELOR OF EDUCATION
1ST YEAR 1ST SEMESTER EXAMINATION
E-LEARNING**

DURATION: 2 HOURS

APRIL 2017

COURSE CODE : ABA105 BUSINESS ENVIRONMENT

QUESTION ONE (30 MARKS)

- a) Discuss five external factors that influences business policy of an organization (10 marks)
- b) Briefly explain five major drives of globalization (10 marks)
- c) Explain five effects of technology at work place and the workplace (10 marks)

QUESTION TWO(20 MARKS)

- a) Discuss four major influences on Business buying (8 marks)
- b) Explain six reasons why we study consumer behaviour (12 marks)

QUESTION THREE (20 MARKS)

- a) Within a business organization, the ethical dimension of human resources requires that people be treated in a certain manner. In regard to this statement, discuss FIVE basic ways of handling personnel at workplace (10 marks)

- b) In light of the business environment explain the five competing forces as developed by Michael Porter (10 marks)

QUESTION FOUR (20 MARKS)

- a) Describe five techniques of an environmental analysis/scanning (10 marks)

- b) Highlight five benefits that will accrue to an entrepreneur as a result of understanding his/her business environment (10 marks)

QUESTION FIVE (20 MARKS)

- a) Discuss five uses of SWOT Analysis (10 marks)

- b) An organization may use several techniques to change and cope with its environment. Discuss five of these techniques (10 marks)