



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY  
SCHOOL OF BUSINESS & ECONOMICS  
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS  
ADMINISTRATION WITH IT  
SEMESTER 2015/2016 ACADEMIC YEAR  
NAMABLE LEARNING

COURSE CODE: ABA 421

COURSE TITLE: INSURANCE RISK MANAGEMENT

EXAM VENUE:

STREAM: (BBA - FINANCE

DATE:

EXAM SESSION:

TIME: 2 HOURS \_\_\_\_\_

Instructions:

1. Answer Question ONE (COMPULSORY) and ANY other 2 questions
2. Candidates are advised not to write on the question paper.
3. Candidates must hand in their answer booklets to the invigilator while in the examination room.

### **QUESTION ONE**

a) As a risk manager of KK Company Ltd, dealing in manufacturing of food products.

What will be your objectives in risk management? (10 Marks)

b) Write briefly challenges facing risk management in current industrialization growth in Kenya. (10 Marks)

c) Success of every business will depend on better ways of risk management. What advice can you give on best ways of implementing a corporate strategy in risk management? (10 Marks)

### **QUESTION TWO**

a) As a risk expert in Kenya, you have been called upon to help on ways of treatment of an organizations pure risk. What procedure will you follow? (10 Marks)

b) Every business organization success depends on how successful they are, in marketing their products to the final consumer. What will be the best way the manager should use in market selection? (10 Marks)

### **QUESTION THREE**

a) Write on different types of strategy core. (10 Marks)

b) State the risk management structures in an organization. (10 Marks)

### **QUESTION FOUR**

a) Analyze the competitive advantages in value chain management. (10 Marks)

b) State briefly on the mode of devising a corporate strategy. (10 Marks)

### **QUESTION FIVE**

Answer any four of the following.

a) Insurance (5 Marks)

b) Assurance (5 Marks)

c) Indemnity (5 Marks)

d) Risk management (5 Marks)