



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS & ECONOMICS
UNIVERSITY EXAMINATION FOR BACHELOR OF LOGISTICS AND SUPPLY
CHAIN MANAGEMENT (BLSCM) AND BACHELOR OF BUSINESS
ADMINISTRATION (With IT) 1st YEAR 2nd SEMESTER
KISUMU CAMPUS

COURSE CODE: ABA 105

COURSE TITLE: BUSINESS ENVIRONMENT

EXAM VENUE:

STREAM: (BBA)

DATE: 14/08/19

EXAM SESSION: 2.00 – 4.00PM

TIME: 2 HOURS

INSTRUCTIONS:

1. Answer question 1 (Compulsory) and ANY other THREE 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

Mashariki Limited has been operating in Kenya for the last twelve years but the last five years have been quite challenging for the firm. The firm realizes that it has to adjust to a number of environmental factors which it does not seem to have control over. However, there are also factors which seems to be within Mashariki's control and the firm has already put in mechanism of controlling them.

- (i) Discuss these controllable and the uncontrollable factors of the business environment that are affecting Mashariki and show how the firm can deal with them (10 marks)
- (ii) Why is it necessary for Mashariki to continuously scan the environment and what are the implications for not constantly scanning the environment (6 marks)
- (iii) Mashariki as an organization may use several techniques to change and cope with its environment. Discuss any five of these techniques (10 marks)
- (iv) Highlight on two negative effects of environmental pollution (4 marks)

QUESTION TWO

Changes in consumer attitudes especially the growth of consumerism and environmentalist have led to more societal marketing that is supposedly good for society but is close to deception.

- a) Explain four examples of marketing campaigns that you feel are genuine societal marketing and if possible, give examples of advertising that supports these campaigns (12 marks)
- b) Technology, especially information technology has only began to transform the business world and its spread is accelerating with multiple and contradictory impact throughout the global workplace and workforce. Discuss four impacts of technology in regards to the business environment. (8 marks)

QUESTION THREE

- a) Citing relevant examples discuss five environmental policies that are used by various governments to conserve and maintain the environment (10 marks)
- b) Media relations involves working with the media for purposes of informing the public of an organization's mission, policies and practices in a positive consistent and credible manner. Because of this fact, ongoing relationships between an organization and the news media are vital.
 - i. Discuss three reasons why an organization may reach out to the media (6 marks)
 - ii. Explain two advantages of multinational corporations to the host country (4 marks)

QUESTION FOUR

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

QUESTION FIVE

- a) Explain five reasons why the government participates in business activities in your country (10 marks)
- b) What is corporate social responsibility and explain four reasons why it is an important exercise to a business organization (10 marks)

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