



JARAMOGI OGINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS AND ECONOMICS
UNIVERSITY EXAMINATION FOR DEGREE OF BACHELOR OF BUSINESS
ADMINISTRATION WITH IT
3RD YEAR 1ST SEMESTER 2016/2017 ACADEMIC YEAR
BUSIA LEARNING CENTRE

COURSE CODE: ABA 421

COURSE TITLE: INSURANCE RISK MANAGEMENT

EXAM VENUE:---

STREAM: (BBA – FINANCE)

DATE: 22/12/16

EXAM SESSION: 9.00 – 11.00 AM

TIME : 2.00 HOURS

Instructions:

- 1. Answer question 1 (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) Define corporate strategy (5 marks)
- b) Discuss the analytical tools for corporate strategy (15 marks)
- c) Describe the objectives of risk management (10 marks)

QUESTION TWO

- a) Describe market segmentation methods (10 marks)
- b) Explain the features that make segmentation attractive (10 marks)

QUESTION THREE

- a) Discuss the principles of RISK MANAGEMENT process (10 marks)
- b) Briefly explain the steps of RISK MANAGEMENT process (10 marks)

QUESTION FOUR

After companies specific risks are identified and the risk management has been implemented, there are several different strategies companies can take in regard to different types of risks. Discuss.

(20 marks)

QUESTION FIVE

Describe the format of a standard RISK MANAGEMENT MANUAL (20 marks)