



GARISSA UNIVERSITY

UNIVERSITY EXAMINATION 2017/2018 ACADEMIC YEAR THREE FIRST SEMESTER EXAMINATION

SCHOOL OF BUSINESS AND ECONOMICS

FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT

COURSE CODE: BBM 371

COURSE TITLE: BUSINESS ENVIROMENT

EXAMINATION DURATION: 3 HOURS

DATE: 11/12/17

TIME: 09.00-12.00 PM

INSTRUCTION TO CANDIDATES

- The examination has SIX (6) questions
- Question ONE (1) is COMPULSORY
- Choose any other THREE (3) questions from the remaining FIVE (5) questions
- Use sketch diagrams to illustrate your answer whenever necessary
- Do not carry mobile phones or any other written materials in examination room
- Do not write on this paper

This paper consists of THREE (3) printed pages

please turn over



QUESTION ONE (COMPULSORY)

Bidii manufacture Co.ltd

BidiiCo.ltd was established in Garissa County in 2014 as manufacturing industry with over 20 employees, the firm produces ice cream and fruit juices. Within the first one year, the company had realized over 25 percent profit.

The realized profit let to the growth of the firm and as a result more employees were hired and the company thought of expanding its market by doing aggressive marketing and also doing some corporate social responsibilities as a marketing tool.

By the end of last year (2016), the firm has over 50 employees and operating with a capital base of over 500 million.

Required:

QUESTION ONE

- (a) Explain environmental factors which were likely to have contributed to the success of the bidi co. ltd [10 marks]
- (b) Identify social responsibilities you would advise bidii co, ltd to adopt so as to increase its market [5 marks]
- (c) Establish the environmental challenges that bidii Co,ltd is likely to come across in the cause of its operation. [10 marks]

QUESTION TWO

Business environment poses threats to a firm or offers immense opportunities for potential market exploitation. Discuss this statement in relation to the determinants of business environment.

[15 marks]

QUESTION THREE

- (a) Explain the significance of corporate governance in a business environment [10 marks]
- (b) Describe the features of a mixed economy [5 marks]



QUESTION FOUR

Social responsibility is the obligation for decision-making to take actions. Provide the argument for and against social responsibility on business **[15 marks]**

QUESTION FIVE

- (a) Ethics refers to the rules or principles that define right and wrong conduct; it is a discipline dealing with what is good or bad. Explain the rationale to having ethics in a business environment **[10 marks]**
- (b) Identify ethical practices that should be emphasized or practiced in a business environment **[5 marks]**

QUESTION SIX

“Environment is the back bone of every business enterprise’ Discuss this statement **[15 marks]**

