GARISSA UNIVERSITY

**UNIVERSITY EXAMINATIONS 2020/2021**

# THIRD SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT

**BBM 371: BUSINESS ENVIRONMENT**

**INSTRUCTIONS:**

Answer Question **One** and any other **TWO** Questions.

QUESTION ONE

Qitko is a newly formed electronic and software dealer company that wants to establish its base in Garissa town. The products they deal with include all types of electronic gadgets, phone and computer software’s and all their accessories. Suppose you’re the lead marketing strategist and you’re required to carry out an environmental analysis for the company.

a) Explain the basic concept of the business activity. (5 marks)

b) Discuss six features of business environment. (6 marks)

c) Describe the changes Kenya social environment has undergone for the last two decades. (9 marks)

d) Describe factors that affects general environment of business. (10 marks)

QUESTION TWO

a) Differentiate between unemployment from underemployment. (2 marks)

b) Discuss various causes of unemployment. (9 marks)

c) Describe different types of economic system that exists. (9 marks)

**QUESTION THREE**

a) Explain three objectives of economic policies. (3 marks)

b) Explain various causes of inflation. (8 marks)

c) Discuss various importance of business environment. (9 marks)

**QUESTION FOUR**

a) Highlight six functions of labour unions. (6 marks)

b) Describe five disadvantages of deregulation. (5 marks)

c) Discuss key ethical bedrock for a manager in an organization. (9 marks)

**QUESTION FIVE**

a) State basic elements that form organization ethics. (4 marks)

b) Discuss various elements of a strategic plan. ( 8 marks )

c) Describe different types of corporate social responsibilities of any organization. ( 8 marks )