



GARISSA UNIVERSITY

**UNIVERSITY EXAMINATION 2017/2018 ACADEMIC YEAR THREE
FIRST SEMESTER EXAMINATION**

SUPPLEMENTARY/SPECIAL 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: 22/03/18

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)

- (a) Explain internal environmental factors which are likely to contribute to the success of an organization **[10 marks]**
- (b) Identify social responsibilities you would advise an organization to adopt so as to increase its market share **[5 marks]**
- (c) Establish the environmental challenges that an organization is likely to come across in the cause of its operation. **[10 marks]**

QUESTION TWO

Discuss in detail 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. In relation to this justify why it is needful to have 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]**

