



GARISSA UNIVERSITY

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

SCHOOL OF BUSINESS AND ECONOMICS

FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT

COURSE CODE: BBM 371

COURSE TITLE: BUSINESS ENVIRONMENT

EXAMINATION DURATION: 3 HOURS

DATE: 19/04/18

TIME: 2.00-5.00 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 TWO (2) printed pages

please turn over



QUESTION ONE (COMPULSORY)

- (a) Describe the concept; business environment. **[2 marks]**
- (b) Explain the repercussion to business that is rigid to adapt a changing social preference. **[3 marks]**
- (c) Briefly explain the main factors that have hampered the growth in global business environment in the recent past **[4 marks]**
- (d) Discuss the key strategies that the Kenyan government has put in place in the recent past in order to revamp its business environment **[6 marks]**
- (e) What do you understand by internal environment of an enterprise?. Indicate key factors that influence the internal environment of a business **[10 marks]**

QUESTION TWO

- (a) Highlight the main social values that affect business environment **[5 marks]**
- (b) Clearly explain how population change affect the social environment of a business **[10 marks]**

QUESTION THREE

- (a) Name the economic policies that foster business growth both locally and globally **[3 marks]**
- (b) Explain the causes of inflation and unemployment in Kenya business scene. **[12 marks]**

QUESTION FOUR

- (a) Briefly explain five factors that promote technological innovation in an enterprise. **[5 marks]**
- (b) Critically analyze the technological forces that have affected the Kenyan business environment **[10 marks]**

QUESTION FIVE

- (a) Describe the term strategic planning and relate it to business environment **[5 marks]**
- (b) Explain the various forms of corporate social responsibilities that are undertaken by Kenyan corporate enterprises **[10 marks]**

QUESTION SIX

- (a) The legal environment of enterprise comprises of labor unions. Highlight five functions of labor unions. **[5 marks]**
- (b) Critically analyze the main elements that characterize global business **[10 marks]**

