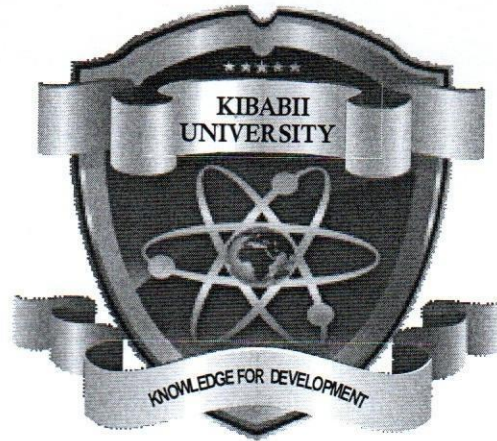


156

KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS MAIN EXAMINATIONS

2020/2021 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER

FOR THE DEGREE OF BACHELOR OF CORPERATIVE
MANAGEMENT

COURSE CODE: BCO 111

COURSE TITLE: INTRODUCTION TO BUSINESS
MANAGEMENT

DATE: 18/3/2021

TIME: 2.00PM-5.00PM

INSTRUCTIONS TO CANDIDATES

Answer Question ONE (compulsory) and ANY OTHER TWO questions

QUESTION ONE (COMPULSORY)

Study the case below and answer the questions that follow.

An organization A dealing in soft drinks has had no intention of launching a new product since in the manager's opinion, the company has targeted the industry well with its existing products. After a while a new company B enters the market to compete with organization A, and it immediately launches its first product. Suddenly, company A decides to launch a new product in the industry, a product that resembles the one launched by company B (the new industry entrant) in the same market.

- a) Assuming you are the General Manager of company A, discuss any Four roles that you will play to have the backing of your staff based on the scenario at hand [8 Marks]
- b) Based on the case, explain Micheal Porter's Five forces of market competition that may have led to company A to launch a new product [10 Marks]
- c) Outline the Four main functional areas briefly explain the role each functional area will play in the management of company B going forward [8 Marks]
- d) Describe the skills required by the management of both companies to achieve a competitive advantage [4 Marks]

QUESTION TWO

- a) Define corporate social responsibility [2 Marks]
- b) Explain the arguments against corporate social responsibility [8 Marks]
- c) Outline the benefits that would accrue to business that would implement environmental policies based on corporate social responsibility [10 Marks]

QUESTION THREE

- a) Describe how economic environment factors influence business operations [10 Marks]
- b) Discuss the Role of government in creating favourable business environment [10 Marks]

QUESTION FOUR

- a) Define the term Business Ethics [2 Marks]
- b) Ethical theories are classified into three types. Briefly explain [6 Marks]
- c) Explain any Four key ethical and moral issues/areas in contemporary firms [8 Marks]
- d) Describe how managers can improve ethical behaviour in their organizations [4 Marks]

QUESTION FIVE

- a) Briefly describe the four marketing mix variables that can enable a marketer to speedily respond to marketing environmental changes [8 Marks]
- b) In his scientific theory Fayol defined management in terms of five functions. Explain them [5 Marks]
- c) Outline any five principles of the scientific theory of management [7Marks]