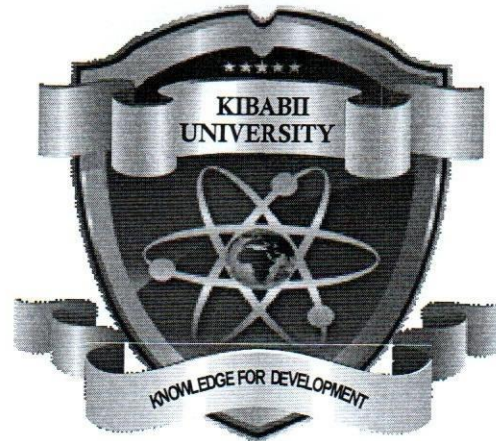


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KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

**2021/2022 ACADEMIC YEAR
FIRST YEAR FIRST SEMESTER
SPECIAL/SUPPLEMENTARY EXAMINATION**

**FOR THE DEGREE OF BACHELOR OF COMMERCE
COURSE CODE: BCO 112
COURSE TITLE: BUSINESS ENVIRONMENT**

DATE: 22/07/2022

TIME: 11.00AM – 1.00PM

INSTRUCTION TO CANDIDATES

- 1) The paper contains **FIVE** questions
- 2) Attempt **THREE** questions
- 3) Question **ONE** is Compulsory

TIME: 2 Hours

KIBU observes ZERO tolerance to examination cheating

QUESTION ONE

- a)(i) Explain two characteristics of business environment **(4 MARKS)**
(ii) What is macro-environment in business? Explain two examples. **(6 MARKS)**
- b) Explain the role of inter-governmental organizations in the globalization process **(5 MARKS)**
- c) Explain how the World Trade Organizations (WTO) contributed to the growth of global economy **(4 MARKS)**
- d) The forces in industry give rise to opportunities and threats. What is your stand on this statement? Explain **(6 MARKS)**
- e) Highlight the importance of business environment **(5 MARKS)**

QUESTION TWO

Why do demographic shifts and technology developments create both challenges and new opportunities for business? **(20MARKS)**

QUESTION THREE

- a) Explain how technology development have accelerated globalization **(5 MARKS)**
b) Asses how national governments can influence the rate of globalization **(15 MARKS)**

QUESTION FOUR

- a) In your own opinion, what is business environment? **(5 MARKS)**
b) For the success of a firm, managers should be able to analyze the environment in which the business thrives. Why is this true? Explain **(15 MARKS)**

QUESTION FIVE

Charles Darwin (1809-1882) has said "it is not the strongest of the species that survive nor the most intelligent, but the one most responsive to change" Discuss this statement in relation to business environment **(20 MARKS)**