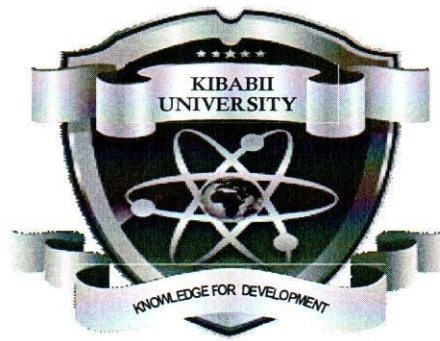


36

KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

MAIN EXAMINATION

2021/2022 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER

FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT

COURSE CODE: BBM 112

COURSE TITLE: BUSINESS ENVIRONMENT

DATE: 02/02/2022

TIME: 2.00 – 4.00PM

INSTRUCTIONS TO CANDIDATES

- 1) Answer Question **ONE**(Compulsory) and **ANY OTHER TWO** Questions
 - 2) Candidates must hand in their answer booklets to the invigilator while in the examination room
 - 3) Credit is given for legibility, clarity and use of relevant examples
 - 4) Question **ONE** is **30 marks** while Questions **2-5** carry **20 marks** each
 - 5) Clearly write your **Registration Number** on each answer sheet used
-

TIME: 2 Hours

KIBU observes **ZERO** tolerance to examination cheating

QUESTION ONE

- (a) Describe the features and significance of business environment (10 Marks)
- (b) Discuss in detail the internal factors of business environment (10 Marks)
- (c) Discuss the functions and objectives of "World Trade Organization" in developing international trade (10 Marks)

QUESTION TWO

- a) Explain four factors that one should consider in deciding whether to do business in a particular Country (8 marks)
- b) Explain what is EXIM policy of India (2 Marks)
- c) Outline some of the major principal objectives of the EXIM policy of India (10 Marks)

QUESTION THREE

Organizations are becoming increasingly influenced by their external environment. In what ways does the understanding of the external environment factors enable managers to make better decisions? (20 Marks)

QUESTION FOUR

Political Environment of the business has enormous influence on business activities. Discuss the roles of the three arms of any Government. (20 Marks)

QUESTION FIVE

- (a) The Third World Countries continues to be the most backward region in the world, and the states in the region hardly have a well-developed industrial base. Explain some of the factors contributing to the lack of industrial growth in the region (8 Marks)
- (b) Liberalization has opened the doors to global expansion. Outline the difficulties an organization may encounter when seeking global expansion. (12 marks)