



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND
TECHNOLOGY
SCHOOL OF BUSINESS AND ECONOMICS
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF
BUSINESS ADMINISTRATION – WITH IT
1ST YEAR 1ST SEMESTER 2013/2014 ACADEMIC YEAR
MAIN**

COURSE CODE: ABA 105

COURSE TITLE: BUSINESS ENVIRONMENT

EXAM VENUE:LR

STREAM: (BBA)

DATE: 11/8/14

EXAM SESSION: 2.00 – 4.00AM/PM

TIME: 2 HOURS

Instructions:

- 1.Answer question 1 (compulsory) and any other 2 questions .**
- 2.Candidates are advised not to write on the question paper.**
- 3.Candidates must hand in their answer booklets to the invigilator while in the examination room.**

QUESTION ONE

- a) Describe five external factors that influences the business policy of an organization (10 MKS)
- b) Briefly discuss five major drivers of globalization (10 MKS)
- c) Technology, especially the information technology has begun to transform the business world and its spread is accelerating with a great impact. In this regard, discuss FIVE effects of technology at work place and workforce. (10 MKS)

QUESTION TWO

- a) Discuss four major influences on Business buying. (8 MKS)
- b) Explain six reasons for studying consumer behavior. (12 MKS)

QUESTION THREE

- a) Within a business organization, the ethical dimension of human resources requires that people be treated in certain manner. In regard to this statement, discuss FIVE basic ways of handling personnel in a work place. (10 MKS)
- b) In light of the business environment, explain the FIVE competing forces as developed by Michael Porter. (10 MKS)

QUESTION FOUR

- a) Describe FIVE techniques of environmental scanning / analysis. (10 MKS)
- b) Explain FIVE benefits that will accrue to an entrepreneur as a result of understanding his business environment. (10 MKS)

QUESTION FIVE

- a) Briefly discuss FIVE uses of SWOT analysis. (10 MKS)
- b) An organization may use several techniques to change and cope with its environment. Explain FIVE of these techniques. (10 MKS)