

JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

KISUMU LEARNING CENTRE

2012/13

COURSE CODE: ABA 105

COURSE NAME: BUSINESS ENVIRONMENT

First Year Second Semester

Answer Three Questions

Question 1 is Compulsory

Q1. Business operations entail interactions of several interested parties.

- a. With illustrations cite and explain how FOUR such interested parties facilitate business processes. *20 marks*
- b. With apt illustrations explain the concept of Locational advantage in Business. *10 marks*

Q2.

- a. What is corporate legitimacy? *5 marks*
- b. Citing advantages of each, Identify and explain any three perspectives that might influence a corporations' adoption of a particular business ethical practice. *15 marks*

Q3. Identify and explain some of the key issues Multi National Corporations need to take into account before venturing into new territories. *20 marks*

Q4.

- a. What is consumerism? *5 marks*
- b. In what ways should businesses be responsible to the consumer? *15 marks*

Q5. What are some of the policies the Kenyan government has in place to control pollution and protect the environment from further degradation? *20 marks*