



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

**FIRST YEAR SECOND SEMESTER EXAMINATIONS FOR THE
DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION WITH
INFORMATION TECHNOLOGY**

MAIN CAMPUS

ABA 105: BUSINESS ENVIRONMENT

Date: 15th June, 2017

Time: 12.00 - 3.00 pm

INSTRUCTIONS:

- Answer question ONE (Compulsory) and any other THREE questions.
- Question one carries 25 marks. The others carry 15 marks each



Question One

- (a) Discuss the factors that are at play in the external environment of the business (10 Marks)
- (b) Describe the social objectives of business (5 Marks)

- (c) Using practical examples, give an account of CSR Practice in Kenya (10 Marks)

Question Two

- (a) The ethical judgment approaches stem from two sets of principles. Discuss (10 Marks)
- (b) In organizations, management is influenced by several factors in their practice of ethics. Discuss (5 Marks)

Question Three

- a) Managers estimate that despite having considerable influence in governments, markets or public opinion, their powers can be restricted. Explain any four boundaries on managerial power. (10 Marks)
- b) Explain issues critics of business are raising or continue to raise about business and overall economic systems (5 Marks)

Question Four

- a) Discuss the scope of government interaction with businesses (10 Marks)
- b) Government generally regulates business for one of two fundamental reasons. First are the set of factors that comprise flaws in the market. Explain (5 Marks)

Question Five

- a) Describe the fundamental obligation areas today manufactures can be held liable and measures by which to deal with liability (10 Marks)
- b) Discuss the costs of drugs at the workplace (5 Marks)

Question Six

- a) Explain the process of institutionalizing corporate social responsibility (5 Marks)
- b) Explain different spheres of business power and give an example of outcome at deep and surface levels (10 Marks)