



PAN AFRICA CHRISTIAN UNIVERSITY

**END OF SEMESTER EXAMINATION FOR DEGREE OF
BACHELOR OF COMMERCE
BACHELOR OF BUSINESS LEADERSHIP
DIPLOMA IN ENTREPRENEURSHIP**

SEPTEMBER - DECEMBER 2016

CAMPUS: ROYSAMBU

DEPARTMENT: BUSINESS

COURSE CODE: BUE3323 | DENT0114

COURSE TITLE: BUSINESS ENVIRONMENT

EXAM DATE: THURSDAY 8th DECEMBER 2016

TIME: 5.30PM-8.30PM

INSTRUCTIONS

- Read all questions carefully before attempting.
- Write your **student number** on the answer booklet provided.
- **Answer QUESTION ONE (40) MARKS) And ANY OTHER FOUR Questions.(15 MARKS EACH)**

QUESTION ONE

- (a) Define a 'business environment'. **(2 Mark)**
- (b) As a business manager, explain why you need to have a deep understanding and appreciation of the environment in which you operate. **(12 Marks)**
- (c) Explain the four elements in a SWOT analysis **(12 Marks)**
- (d) Explain three different formats of international business. **(6 Marks)**
- (e) Discuss four international market entry strategies **(8 Marks)**

QUESTION TWO.

- (a) Describe three features that characterize a business environment. **(9 Marks)**
- (b) Discuss six components of internal environment and explain what is involved in each case. **(6 Marks)**

QUESTION THREE.

The Porter's Five Forces model is a very powerful, simple but excellent tool for judging exactly where the power of a firm lies in an industrial environment. Briefly discuss the five forces.

(15 Marks)

QUESTION FOUR

- (a) Describe the macro-environment of a business. **(3 Marks)**
- (b) Discuss four factors (forces) found in this (macro) environment. **(12 Marks)**

QUESTION FIVE.

- (a) Describe a 'sole proprietorship'. **(3 Marks)**
- (b) Discuss four characteristics in a sole proprietor's environment that pose adverse consequences for himself and his business. **(12 Marks)**

QUESTION SIX.

Describe the business environment within which the following business ownerships operate showing their advantages and disadvantages.

- a) Partnerships. **(5 Marks)**
- b) Corporations. **(5 Marks)**
- c) Cooperatives. **(5 Marks)**