PAN AFRICA CHRISTIAN UNIVERSITY

END OF SEMESTER EXAMINATION FOR THE DEGREE OF

BACHELOR OF BUSINESS LEADERSHIP

AND

DIPLOMA IN ENTREPRENEURSHIP MANAGEMENT

JANUARY – APRIL 2018 SEMESTER

CAMPUS: ROYSAMBU

DEPARTMENT: BUSINESS STUDIES

COURSE CODE: BUE3323|DENT0114

COURSE TITLE: BUSINESS ENVIRONMENT

EXAM DATE: MONDAY 9TH APRIL 2018

TIME: 5:30PM-8:00PM

INSTRUCTIONS

- This examination script consists of **Six (6)** questions.
- **Answer QUESTION ONE (40) MARKS) and ANY OTHER FOUR questions.(15 MARKS EACH)**
- Read all questions carefully before attempting.
- Write your **student number** on the answer booklet provided.

QUESTION ONE: COMPULSORY

a) Explain what is meant by 'Business Objectives'. **(2 marks)**

b) Discuss five objectives of a business. **(10 Marks)**

c) As a sole proprietor, describe five areas of your business environment that would affect your business negatively. **(10 Marks)**

d) As an employer, explain:

- **i.** Equity theory. **(2 Marks)**
- **ii.** How Equity theory works **(3 Marks)**
- **iii.** The importance of Equity Theory **(3 Marks)**

e) Explain five of the fourteen principles of management as synthesized by Henri Fayol **(10 Marks)**

QUESTION TWO

a) Explain giving three reasons why an organization structure is important for a business **(6 Marks)**

b) Discuss three types of organization structures. **(9 Marks)**

QUESTION THREE

a) As a manager of your business, explain four basic functions you operate through. **(8 Marks)**

b) Giving examples, explain the three elements of a mission statement. **(7 Marks)**

QUESTION FOUR

a) Explain how and why organizational culture changes? **(5 Marks)**

b) Briefly discuss five components of Internal Environment **(10 Marks)**

QUESTION FIVE

a) Describe the micro environment of a business **(3 Marks)**

b) Discuss four factors in an organization's macro environment, giving examples of opportunities and threats found in each case. **(12 Marks)**

QUESTION SIX

a) Explain the concept of comparative advantage in international business **(5 Marks)**

b) Briefly discuss five international market entry strategies **(10 Marks)**