



PAN AFRICA CHRISTIAN UNIVERSITY

DEGREE IN BUSINESS RELATED COURSES

END OF TERM EXAMINATION

DEPARTMENT: BUSINESS

COURSE CODE: BUE 3323

COURSE TITLE: BUSINESS ENVIRONMENT

ROYSAMBU CAMPUS - EVENING

EXAM DATE: THURSDAY; MARCH 31ST , 2016

TIME: 1800HRS – 2100HR

INSTRUCTIONS

- This examination script consists of **six (6)** questions.
- Answer ANY FIVE questions
- Read all questions carefully before attempting.
- Write your **student number** on the answer booklet provided.

QUESTION ONE

- a) Explain how any five principles of management by Fredrick Fayal are applicable in the modern business environment. (10 marks)
- b) Explain the importance of analyzing the business environment. (10 marks)

QUESTION TWO

- a) Identify and explain the micro and macro environments of a business. (10 marks)
- b) Discuss how SWOT Analysis tool can be used to analyze the micro and macro environments of an international business. (10 marks)

QUESTION THREE

- a) Explain various financial instruments used by capital market to benefit its participants. (10 marks)
- b) Describe the various approaches through which international business is accessed. (10 marks)

QUESTION FOUR

- a) 'Privatization' is good and is bad. Discuss. (12 marks)
- b) Explain various theories of management (8 marks)

QUESTION FIVE

- a) Explain various reasons as to why a businessman should understand international business. (8 marks)
- b) Discuss various strategies utilized by businesses in managing International Business. (12 marks)

QUESTION SIX

Explain the five current issues affecting the modern business. (20 marks)