



END TERM EXAMINATION-ONLINE

DEPARTMENT: BUSINESS

COURSE CODE: BUE 3323: BUSINESS ENVIRONMENT

ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS {10 MARKS EACH}

QUESTION ONE {COMPULSORY}
10MARKS}

- a) State **two** reasons why management is a profession **(2mks)**
- b) Your friend from Canada intends to open a business in Kenya. Discuss **four** problems he is likely to face as he ventures in this international business **(8mks)**

QUESTION TWO {10 MARKS}

- a) State **four** characteristics of High-Income Countries **(4mks)**
- b) Explain **three** challenges facing businesses today **(6mks)**

QUESTION THREE **{10 MARKS}**

- a) Outline **four** elements of strategic management **(4mks)**
- b) Discuss **three** factors of micro environment **(6mks)**

QUESTION FOUR **{10 MARKS}**

- a) Discuss the significance of good corporate governance **(4mks)**
- b) Explain **three** reasons why the Government of Kenya privatized some of its state owned enterprises **(6mks)**

QUESTION FIVE **{10 MARKS}**

- a) Outline **four** reasons why businesses go international **(4mks)**
- b) Discuss **three** reasons why you would encourage bureaucracy in an organization **(6mks)**

QUESTION SIX **{10 MARKS}**

- a) Discuss **two** benefits of Strategic Management **(4mks)**
- b) Explain **three** roles played by the capital market authority **(6mks)**

END OF EXAM

