PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF LEADERSHIP, BUSINESS & TECHNOLOGY

END OF SEMESTER EXAMINATION FOR THE DEGREE OF

BACHELOR OF BUSINESS LEADERSHIP

JANUARY-APRIL 2019 SEMESTER

CAMPUS: ROYSAMBU

DEPARTMENT: BUSINESS STUDIES

COURSE CODE: BUE3323

COURSE TITLE: BUSINESS ENVIRONMENT

EXAM DATE: MONDAY 15th APRIL 2019

DURATION: 3 HOURS

TIME: 2:00PM-5:00PM

INSTRUCTIONS

- Read the instructions and questions carefully before you write the answers.
- Write your **STUDENT NUMBER** in the Answer Booklet given
- *Write clearly and legibly.*
- This examination script consists of **Six (6)** questions.
- Answer Question **ONE** and any other **FOUR** questions
- *ALL PAC University's examination rules and regulations apply*

QUESTION ONE: (COMPULSORY) 40 MARKS

a) Contrast profit maximization and wealth creation for a business undertaking. (4 marks)
b) Business activity may be described as an open system. Explain this statement. (2 marks)
c) Distinguish the following business terminologies:
   i. Management by objectives and management by exception. (4 marks)
   ii. Strategic plan and business plan. (4 marks)
a) Discuss **two** macro-environment forces that may impact on business entities. (6 marks)

b) Explain the role of Research and Development in business management process.(4 mks)
c) State **three** advantages of an organizational culture. (3 marks)
d) Describe **three** barriers to international business. (9 marks)
e) State **four** characteristics of Total Quality Management. (4 marks)

QUESTION TWO (15 MARKS)

a) Explain each of the categories of:
   i. Domestic trade. (4 marks)
   ii. Foreign trade. (4 marks)
b) Identify any **three** players in businesses who serve as aid to trade. (3 marks)
c) Outline **four** advantages of foreign trade. (4 marks)

QUESTION THREE (15 MARKS)

a) Discuss the impact of technology on each of the following business environments:
   i. Transport; (5 marks)
   ii. Banking. (5 marks)
b) Outline five major components of the strategic management process. (5 marks)

QUESTION FOUR (15 MARKS)

a) Distinguish between corporate governance and strategic management. (5 marks)
b) Discuss Porter's **five** competitive forces in relation to ABC Ltd Supermarket. (10 marks)

QUESTION FIVE (15 MARKS)

a) Discuss **three** merits of an organization chart. (3 marks)
b) With reference to organizational culture, explain:
   i) Its nature (3 marks)
   ii) Its major manifestations. (3 marks)
a) Outline **three** major methods that can be used to help organizations cope with their environmental elements. (6 marks)

QUESTION SIX (15 MARKS)

a) Distinguish between the balance of trade and the balance of payments. (4 marks)
b) Explain **two** forms of international business activity. (6 marks)
c) In conducting international business, countries tend to protect their domestic industries. State five draw-back for a country that exercises over-protection of its local industries and businesses. (5 marks)