



PAN AFRICA CHRISTIAN UNIVERSITY

END OF TERM EXAMINATION

BUE3323|DENT0114: BUSINESS ENVIRONMENT

WEDNESDAY APRIL 1ST, 2015

1800HRS – 2100HRS

INSTRUCTIONS

- This exam paper has **Six(6)** Questions
- Answer **Any Five** Questions
- Write your **student number** on the answer booklet provided.
- Read all questions carefully before attempting.
- Use a new page for every question attempted and indicate the question number on the space provided on each page of the answer sheet.

QUESTION ONE

- a) Explain how any five principles of management by Fredrick Fayal is applicable in the modern business environment. (10 marks)
- b) Formulate five objectives a private institution of higher learning is likely to pursue. (10 marks)

QUESTION TWO

Any business operation is likely to be affected by internal and external environment. Discuss how SWOT Analysis tool can be used to analyze an international business environment.

(20 marks)

QUESTION THREE

- a) What do you understand by ‘Capital markets?’ 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 four theories of management (8 marks)

QUESTION FIVE

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

QUESTION SIX

- 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)