



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2017/2018

FIRST SEMESTER EXAMINATION FOR THE DEGREE OF
BACHELOR OF COMMERCE

BBA 413: SELECTED TOPICS IN BUSINESS STRATEGIES

DATE: Wednesday, 31st January 2018

TIME: 2.00 p.m. - 4.00 p.m.

INSTRUCTIONS:

Answer question ONE and any other TWO

Question One

- (a) According to Earnest Dale, the manager of an enterprise "sees himself as an arbiter among the many interests of publics affected by the business".
- (i) Name at least five (5) publics affected the business briefly explaining how the manager is expected to respond positively to each of them. (10 Marks)
 - (ii) State the main features of a code of business ethics. (10 Marks)
 - (iii) Enumerate at least five (5) advantages of the social responsibility of a business enterprise. (10 Marks)

Question Two

Explain at least five techniques of environmental management a business enterprise can utilise to preserve the physical environment in which it operates in. Highlighting the advantages of utilising the said techniques. (20 Marks)

Question Three

- (a) Define the term Organizational Culture as used in a business setting. (2 Marks)
- (b) Explain the characteristics of organisational culture. (10 Marks)
- (c) Enumerate to a manager four types of organizational culture he can utilize for effective and efficient running of his/her business enterprise. (8 Marks)

Question Four

"Globalization is a very current and emerging trend in the business world. It has enabled the world to become a small global village." In view of this discuss the key elements of globalisation highlighting the impact it has had on the business enterprises at large. (20 Marks)