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KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR
END SEMESTER EXAMINATION
FOR THE BACHELOR OF BUSINESS INFORMATION TECHNOLOGY
KLC 2416 – SOCIOLOGY

Date: 17TH APRIL 2023
Time: 2:30PM – 4:30PM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

Read the following article and answer the question below.

SAFARI COM

Safaricom PLC is a listed mobile network provider and headquarter at Safaricom house in Nairobi. It is the largest teleco. It provides the following services: telephony, mobile money transfer, E-commerce cloud computing, SMS among other services. It is a giant in MPESA and mobile banking services. Safaricom controls about 65 % of the Kenyan market by 2022 with a sub-scriber base of 35.6 million. It puts customers first, gives relevant products, and believes in operational excellence.

It has evolved from a small subsidiary of Vodafone plc of Britain to a regional giant. It has been ranked as Africa 's best employer and career professional developer. As of 2020 it employed 4,500 people directly, 1900 on contract and 75 % of these employees were based in Nairobi while the others were based in other cities like Mombasa, Kisumu, Nakuru and Eldoret. It has a nationwide dealership to ensure its products, customers across the country have access to its products and services. In 2012 it partnered with NCB bank to come up with a revolutionary banking product called M-shwari, which allow m-pesa customers to save and borrow money through-out the country; helping non-banking members to tap into the financial market. The founding CEO Michael Joseph (2000-2010) transformed the company which had 20,000 customers to one with over 16 million when Bob Collymore took over as CEO, he expanded the company through hard work, honesty, innovation, customer care, outreach to remote places and its products have been useful even in rural areas which has reduced rural urban migration through job creation. It is known for its innovative products like of money sent to the wrong customer is reversed to the original customer, good working environmental, facilities, medical cover, transport for employees, team building and career growth.

Required:

- Describe a business empire as in the above case. (6 Marks)
- Analyze how a global empire motivates its employees referring to this case study (6 Marks)
- Examine the factors that may bring down a business triggering a merger as was done by as was done above (6 Marks)
- Explain how you can reduce rural urban migration as Safaricom has done (6 Marks)
- Justify the merger of Safaricom and NCB bank using social exchange theory from the case study. (6 Marks)

QUESTION TWO (20 MARKS)

- a) Describe the main characteristics of any culture (8 Marks)
- b) Examine the challenges women face while trying to get political power (7 Marks)
- c) Illustrate the relationship between strain and crime in society (5 Marks)

QUESTION THREE (20 MARKS)

- a) Demonstrate how to reduce inter-communal conflicts in the north Rift of Kenya (7 Marks)
- b) Trace the development of modern sociology (7 Marks)
- c) Examine how you can reduce workers stress in your organization (6 Marks)

QUESTION FOUR (20 MARKS)

- a) Evaluate the role of managers in the collapse of firms/organizations (8 Marks)
- b) Analyze the role of schooling in Africa (7 Marks)
- c) Discuss the consequences of poor leadership in a political party (5 Marks)

QUESTION FIVE (20 MARKS)

- a) Evaluate the strategies you can use to reduce the following problems in Kenya:
 - i) solid waste (7 Marks)
 - ii) un-employment (7 Marks)
 - iii) Traffic jams (6 Marks)