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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION 2012/2013 ACADEMIC YEAR
FIRST YEAR, FIRST SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)
KBA 101 – INTRODUCTION TO BUSINESS (SUPPLEMENTARY
EXAMINATION

Date: 24th April, 2013

Time: 11.00am – 1.00pm

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) State two types of business environments. (4 Marks)
- b) Define the following terms that relates to internal environment of a business. (15 Marks)
- i) Company environment
 - ii) Competitors
 - iii) Suppliers
- c) State two reasons why a business must understand the environment in which it is operating. (4 Marks)
- d) Explain the way the business is supposed to relate with the internal element. (7 Marks)

QUESTION TWO (20 MARKS)

Explain in details the external factors that may influence business operations.

QUESTION THREE (20 MARKS)

Explain various ways in which technology has influenced business operations in Kenya.

QUESTION FOUR (20 MARKS)

- a) What is globalization? (4 Marks)
- b) What factors have led to globalization? (10 Marks)
- c) Explain three benefits of globalization. (6Marks)

QUESTION FIVE (30 MARKS)

Every business must show social responsibility to the environment in which it is operating. Discuss various groups to whom the business should be socially responsible.