



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2017/2018

**FIRST YEAR FIRST SEMESTER EXAMINATION FOR THE
DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION
WITH INFORMATION TECHNOLOGY**

CITY CAMPUS –EVENING

ABA 105: BUSINESS ENVIRONMENT

Date: 23rd January, 2018

Time: 5.30 - 7.30pm

INSTRUCTIONS:

- Answer Question ONE and any other THREE
- Question ONE carries 25 marks and the rest 15 marks each



Question One

- a) Explain how a Business Manager can use “Michael Porter Five Forces Competition Model” to understand the context in which a business operates. (15marks)
- b) Using practical examples, discuss CSR practice in Kenya (10marks)

Question Two

- a) The idea behind CSR is that companies have multiple responsibilities. Discuss. (10marks)
- b) Using practical examples, discuss the various approaches that can be used to judge ethics in business. (5marks)

Question Three

- a) Discuss the pillars of good corporate governance. (7marks)
- b) Explain the boundaries of business power. (8marks)

Question Four

- a) Explain how progressive critics tame business power. (9marks)
- b) Discuss the various areas of government regulation of business. (6marks)

Question Five

- a) Discuss the various areas of government regulation of business. (6marks)
- b) Consumers may have legal recourse to compensate for injury of persons, property and reputation by corporations. Discuss (9marks)

Question Six

- a) Describe the various factors that have contributed to changes at the work place (8marks)
- b) Explain the various critical factors for workplace diversity management. (7marks)