

**W1-2-60-1-6**

## JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY

**UNIVERSITY EXAMINATIONS 2017/2018**

**YEAR 2 SEMESTER 2 EXAMINATIONS FOR THE DIPLOMA IN BUSINESS ADMINISTRATION**

**HCB 0206: CONTEMPORARY ISSUES IN BUSINESS MANAGEMENT**

**DATE: JANUARY 2018 TIME: 1.5 HOURS**

INSTRUCTIONS: ANSWER QUESTION ONE AND ANY OTHER TWO

1) Metro company is one of the leading manufacturer of beverage in Kenya. Metro company has had two bad years. While product improvements are underway competitors are introducing more value adding, products and are riding over Metro’s company product and its market share is dwindling.

Customer survey indicate that customers are willing to share and contribute to solving problems being experienced by Metro company.

Metro company is bogged down with long and laborious systems. Personal selling is improving sales in the beverage industry. Product development and service delivery are important.

Required;

i) Identify some of the issues that may be facing management of Metro company (15 marks)

ii) Provide some possible solutions (15 marks)

2) Technology and competition are major influences to business growth. Using specific examples, discuss the above statement (15 marks)

3) Globalization is presenting new challenges for managing business in Kenya. Discuss (15 marks)

4) Corporate social responsibility is a major function for business organizations in Kenya.

i) Describe any 5(five) advantages of using CSR (5 marks)

ii) Identify any 5(five) arguments against corporate responsibility

(5 marks)

iii) Identify four companies in Kenya using CSR and state any challenges being experienced (5 marks)