



KENYATTA UNIVERSITY
UNIVERSITY EXAMINATIONS 2018/2019
SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF
COMMERCE
BBA 400: BUSINESS POLICY AND DECISION

DATE: FRIDAY, 29TH MARCH, 2019

TIME: 4.30P.M. - 6.30P.M

INSTRUCTIONS

Answer question ONE and any other TWO

- 1.a. As a new employee in a manufacturing organization, Discuss the characteristics of a business policy. (10 marks)
- b. Apple Inc is a leading technology company. The founder developed a policy where research is the cornerstone of innovation. Discuss how dynamics in the environment has shaped this view. (10 marks)
- c. Discuss how you can use the product life cycle (P.L.C) as a tool to analyze company product policies. (10 marks)
- 2.a. Barclays bank has recently embarked on corporate social responsibility. Discuss why some practitioner argue against companies engaging in corporate social responsibilities. (16 marks)
- b. Explain how political environment may affect company policies. (4 marks)
3. Discuss the challenges encountered in implementing policies and how you can counter them. (20 marks)
- 4.a. Discuss the process of policy formulation. (12 marks)
- b. The government of Kenya officials in some ministries have come under scrutiny due to corruption allegations. Explain how ethics can reverse this problem. (8 marks)