



Riara School of Business
Nurturing business innovators

JANUARY -APRIL 2024 TRIMESTER EXAMINATIONS
DAY PROGRAMME
EXAMINATION FOR BACHELOR OF BUSINESS ADMINISTRATION
RBM 011: BUSINESS ENVIRONMENT

DATE: 19TH APRIL 2024

TIME: 2

HOURS

GENERAL INSTRUCTIONS:

Students are NOT permitted to write on the examination paper during reading time.

This is a closed book examination. Text book/Reference books/notes are not permitted.

SPECIAL INSTRUCTIONS

1. Write your REGISTRATION NO. Clearly on the answer booklet(s).
2. Answer Question One and ANY other TWO questions.
3. Questions in all sections should be answered in answer booklet(s)
4. PLEASE start the answer to EACH question on a NEW PAGE.
5. For the questions, write the number of the question on the answer booklet(s) in the order you answered.
6. Write on both sides of each leaf and indicate number of each question at the top of each page.
7. Write the answers in a paragraph form unless stated otherwise.
8. Marks allocated to each question are shown at the end of the question.
9. All rough work must be done on the answer booklet and crossed through!
10. Use supplementary pages only when you have exhausted those in this book.

11. Fasten the supplementary pages to the inside back cover of this booklet

QUESTION ONE: COMPULSORY (30 MARKS)

- a) Define business environment and what it includes. **(2 marks)**
- b) Define economic development. **(2 marks)**
- c) What is economic integration? **(2 marks)**
- d) Discuss **SIX** keys to successful business transformations? **(12 marks)**
- e) Explain the **SIX** segments of the environment. **(12 marks)**

QUESTION TWO

- a) Explain **SEVEN** business functions: **(14 marks).**
- b) Name the **THREE** levels of management and the type of decision made by each level. **(6 marks)**

QUESTION THREE

- a) What are financial markets and give **TWO** examples? **(3 marks)**
- b) State the **THREE** types of business environment. **(3 marks)**
- c) Define business linkages. **(2 marks)**
- d) Explain **SIX** types of business environments. **(12 marks)**

QUESTION FOUR

- a) State the **THREE** business sectors in the economy; **(3 marks)**
- b) What is Social Responsibility? **(3 marks)**
- c) Explain the four core elements of sustainable development known as the pillars of sustainability. **(8 marks)**
- d) What are the **THREE** pillars of Corporate Social Responsibility? **(6 marks)**

