



RIARA SCHOOL OF BUSINESS

NURTURING INNOVATORS

JANUARY-APRIL 2023 TRIMESTER

RFC 308-INDIGENOUS AND INNOVATIVE AFRICAN BUSINESS PRACTICES

DATE: APRIL 2023

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. **QUESTION ONE** is compulsory. Answer **ANY** other **TWO** questions of your choice
3. Questions in all sections should be answered in answer booklet(s).
4. Marks allocated to each question are shown at the end of the question.
5. PLEASE state the answer to EACH question on a NEW PAGE.
6. For the questions, write the number of the question on the answer booklet(s) in the order you answered them.
7. Write your answers in paragraph form unless stated otherwise.
8. Keep your phone(s) SWITCHED OFF at the front of the examination room.
9. Keep ALL bags and caps at the front of the examination room and do not refer to any unauthorized material before or during the course of the examination.
10. You are only allowed to leave the examination room 30 minutes to the end of the Examination.

QUESTION ONE

- a. Examine **five** ways of achieving Afrocentrism. **(10 marks)**
- b. Analyze how the vicious cycle of poverty has greatly influenced indigenous selling practices in Africa. **(10 marks)**
- c. Illustrate **five** ways in which the erosion of African culture has distorted the African leadership style. **(10 marks)**

QUESTION TWO

- a. Compare and contrast African to Western financing strategies. **(10 marks)**
- b. Examine African tools, principles and practices applicable to the success of a business. **(10 marks)**

QUESTION THREE

- a. Illustrate how the Government of Kenya can overcome **five** challenges currently experienced in logistics management by adopting indigenous logistics and supply chain management practices. **(10 marks)**
- b. Relate the *Engel Blackwell model of consumer decision-making* to indigenous purchase behavior in Africa. **(10 marks)**

QUESTION FOUR

- a. Discuss **five** importance of the application of indigenous human resource practices in Africa. **(10 marks)**
- b. Examine the usefulness of **five** unwritten sources of history in the reconstruction of Africa's history. **(10 marks)**

END

