



RIARA SCHOOL OF BUSINESS

NURTURING INNOVATORS

JANUARY-APRIL 2024 TRIMESTER

RFC 308-INDIGENOUS AND INNOVATIVE AFRICAN BUSINESS PRACTICES

DATE: 18TH 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

- 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) Citing examples, in your opinion what are the value inherent in understanding these National and regional differences for multinational firms investing in Africa? **(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) Assess the similarities and differences between indigenous financial management practices and western ideologies **(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)**