



RIARA SCHOOL OF BUSINESS
NURTURING INNOVATORS
SEPTEMBER - DECEMBER 2022 TRIMESTER
EXAMINATION
FOR CERTIFICATE IN BUSINESS ADMINISTRATION
DAY PROGRAMME
UNIT CODE: RCM 002. UNIT TITLE: BUSINESS ENVIRONMENT

DATE: 28TH NOVEMBER 2022.

TIME: 2 HOURS

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

QUESTION ONE: COMPULSORY (30 MARKS)

- a) Give details any **THREE** features on the nature of the Business Environment. (9 marks)
- b) Describe the FIVE forces that affect a business directly and immediately in their day-to-day working. (15 marks)
- c) Select any TWO elements of the macro environment and explain TWO ways they are connected. (6 marks)

QUESTION TWO

- a) There is a link that exists between the government and any organisation.
 - (i) What role does the government play in the operations of businesses? (1 marks)
 - (ii) Justify this role using **TWO** reasons (6 marks)
- b) Explain the **THREE** ways used in Employee Relations. (6 marks)
- c) Value system
 - (i) Elaborate **THREE** ways a value system shapes corporate culture. (6 marks)
 - (ii) Write **ONE** example of a value that can promote business success. (1 mark)

QUESTION THREE

- a) From the acronym SWOT, differentiate the **TWO** components used to analyse the macro environment. (6 marks)
- b) Corporate governance
 - (i) Which specific environment does Corporate Governances fit into? (2 mark)
 - (ii) Illustrate on what Corporate Governance entails, using **THREE** points. (6 marks)
- c) Describe the **THREE** Approaches that determine Organizations' effectiveness (6 marks)

QUESTION FOUR

- a) You are a budding entrepreneur, and have the choice to start your business in a Capitalist or Socialist economy. Using **THREE** reasons, argue out your choice. (6 marks)
- b) Justify any **TWO** functions of an Organisation structure? (6 marks)
- c) Employer brand
 - (i) What is Employer brand? (2 mark)

(ii) Using an example explain **TWO** advantages of Employer brand **(6 marks)**