

DEPARTMENT OF COMPUTER SCIENCE

SCHOOL OF COMPUTING AND INFORMATICS TECHNOLOGY

BSE 2106

COMPUTER NETWORKS COURSEWORK

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Questions

1. Choose an organization and identify the major forces in the environment that are likely to affect its prospects in the next 2-4 years

Qn 1 SOLUTION

In Uganda there are both government and non government organizations but we are putting emphasis on a non government organization, the company is not alone in doing business, it is surrounded by other firms and operates in a larger context. This context is called the macro environment, it consists of all the forces that shape opportunities but also poses threats to the company .The emphasis is put on the upcoming / new organization thus made research on United Bank For Africa

United Bank For Africa UBA-Uganda commenced operations in may 2008 , starting with the opening of the main branch on the Kampala-jinja Highway in Kampala, Uganda’s capital and largest city

There are various environmental factors that can impact the business in an economy .These environmental factors can be categorized into external and internal environment of the business.

**INTERNAL ENVIRONMENT**

This simply refers to conditions within an organization that tend to affect the organizational operations and the organization board has full control over these factors. For this case we looked at an example of how the internal environment would impact the organization , basically the emphasis was put on the immediate local influences which include its marketing plans, how it implements customer relationship management , the influence of other functions such as strategy from its top management , research and development into new logistics solutions, how it makes sure that it purchases high- quality products at the lowest possible price .That accounting is undertaken efficiently , effectively and of course its local supply chain management and logistics .The forces that will affect the organization’s prospects are as follows:-

1. **The Level of innovation of the Top managers.**

The higher the level of innovation of the top managers the higher the productivity of the bank. This is because the top managers will have the ability to introduce distinctive ideas that will separate the bank from the rest of the banks hence there will be an increase in the number of customers While the lower the level of innovation, the lower the productivity of the bank. This is because the banks will not have distinctive ideas that will separate it from other banks.

2. The kind of working relationship between the top managers and the employees of the bank.

The good working relationship between the top managers and the employees will help boost the activities of the banks. This is because the workers will have good attitudes towards their works hence increasing the productivity of the bank otherwise poor working relationships between the employees and the top managers will lower the activities of the banks . This because the workers will have poor attitudes towards their work.

3. Motivation of employees from top managers.

Motivations from top managers such as promotion of workers, salary increment will help increase employee’s attitude towards work and therefore many workers will become hardworking so as to achieve such promotions hence boosting the performance of the bank.

4. Discrimination when recruiting new workers.

The higher level of discrimination will result into recruiting of unskilled employees. This is because skilled and abled workers will not be recruited just because they have low level of prioty before the top managers hence resulting into low level of productivity of the bank. Low level of discrimination will result into increased level of skills in the bank hence high level of productivity.

5 .Nature of the organization

Some organizations structure does not favour people with disabilities such as the lame people so the organization will end up losing skilled people and customers which might affect its development and success in the next years. for example if the bank was constructed in such a way that it has very many floors and the employees only use stairs to access some services it will be limiting the disabled people as well as its esteemed customers .

**EXTERNAL ENVIRONMENT FORCES**

Most organizations have external factors that affect its operations; some of these factors may be from competiting organizations, governmental influence and many more. Organizations usually have less control over these factors since they are out of hand of the organization though they only try to cope up with the external forces in order to maximize company profits. Below are some of the external forces**:-**

**Economic Forces:**

Favourable government taxes imposed the banks will enable this bank to grow financially. However if the government taxes are unfavourable, This bank will be forced to impose high charges and interest rates on it customers hence this will reduce the number of the banks customer. For example, currently the central bank has increased the taxation on banks in Uganda and these banks have resorted to imposing higher charges on their customer and this will lead to deduction in the number of customers.

**Technological Forces**

The impact of technology on the bank to the future can be categorized into negative and positive influences. Software are being upgraded and new software are coming to the market. The bank should adapt these kinds of new technology to ensure safety and client satisfaction. Failure to adapt to the new upgraded software being introduced in the market, will reduce the number of customers since many will prefer other banks with upgraded software.

**Political/Legal Forces**

The banking sector looks all powerful but its susceptible to a bigger giant and the government laws affect the state of the banking sector. The government can intervene in the matters of banking whenever, leaving the industry susceptible to political influence. This includes corruption amongst political parties, or specific legislative laws such as labor laws, trade restrictions, tariffs, and political stability ,For example, a technological force everyday can think of nowadays is the development of wireless communication techniques, smart phones, live streaming , tablets and so further . This may mean the emerge of opportunities for a business, but every technology replaces an older one

**Demographic forces of the environment**

Demographic forces relate to the study of human population .This include size , density , age , gender , occupation and other statistics . The people are important because on the whole, their needs is the reason for businesses to exist . In other words , people are the driving force for their development of markets. The large the diverse demographics both offer opportunities but also challenges for . Especially in times of world rapid population growth , and overall demographic changes .

**Market forces**

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**Socio cultural factor**

The socio-Cultural forces link to factors that affect society basic values preferences and behavior or the beliefs of people in the society . The basis for these factors is formed by the fact that people are part of a society and cultural group that shape their beliefs and values . Many cultural blunders occur due to the failure of business in understanding foreign cultures, For instance , symbols may carry a negative meaning in another culture

**Regulation.** One thing is certain in the future for financial institutions: regulation will be omnipresent. Perhaps what is less clear is whether regulation will moderate from the current levels generated in the wake of the 2008-2009 financing crisis . In any case, regulation will continue to be costly and time consuming for institutions for the foreseeable future.One possible future extension of current trends could be the intrusion of a Consumer Financial Protection Bureau (CFPB)-like agency into business lending, to “protect” small businesses from predatory lending practices and ensure access to capital. Also consider the possibility of privatizing the FDIC insurance fund, given government’s occasional push to deregulate. No matter what the changes, banks in the future will need to respond to the increasing regulatory burden with a strong focus on efficiency and cost/time savings in addressing regulation, instead of just adding compliance staff. This includes acquiring technology or partnering with others to more effectively manage the regulatory challenge.

**Competition.**

It is clear from preceding trends that there is less business to go around. Over 1,100 banks [now have a loan to deposit ratio under 50%](http://www.americanbanker.com/issues/179_113/how-some-banks-make-money-with-limited-lending-1068065-1.html); and [82% of institutions rate loan competition as either high or extreme](http://www.prweb.com/releases/2014/05/prweb11887729.htm). Combined with irrational pricing, many institutions are wishful for their competitors to “go away” so they can get back to the “good old days.”

Unfortunately, that may not occur. Even with future industry consolidation, most areas will remain overbanked for the foreseeable future. Furthermore, technology enabled non-traditional entrants will continue to gain a foothold and market share. Perceived as a threat [by 71% of bank executives today](http://www.pwc.com/gx/en/banking-capital-markets/banking-2020/download-and-read-the-report.jhtml), PayPal, Walmart, Quicken, Amazon, Google, Lending Club, et al. put community based institutions at risk of suffering the same fate of the corner hardware and book stores. However, in our estimation, we believe these non-traditional entrants will remain as niche players, for the very reasons that hobble banks today: there are less profits and increasing burdens with having a bank charter. Still, these players can be disruptive to banks in picking off your most profitable niches, now and in the coming 10 years.

**Psychological forces:**

Psychological and sociological forces often drive what consumers buy and where and how they buy it. More and more consumers , for example , are purchasing products online and reading reviews before making a purchase . As consumer behavior evolves, the organization needs to adapt to serve developing needs and preferences.

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The marketing environment surrounds and impacts upon the organization. There are three key elements to marketing environment which are the internal environment, the micro environment and the macro environment. They are important because marketers build both internal and external relationships. Marketers aim to deliver value to satisfied customers, so that we need to assess and evaluate our internal business/ corporate environment and our external which is subdivided into macro and micro.

The following are the environmental forces that I would monitor as web based company marketing manager ;

**Technological Forces**

The fluctuating trends in the technological advancement affects production in most organizations, due to this, I would consider monitoring technological forces because it impacts everything from how a product is produced to how a consumer uses it and may affect every function in an organization, including what products are developed, how marketing reaches consumers, and how sales are tracked and managed. Technological changes also provide new and more effective ways to handle shipping and logistics for example take a look at jumia which advertises its products online and the customers do make orders of which the invention they introduced is to start making deliveries which increased market for the products due to the advancement Technology. Thus as a web marketer must watch the technological environment closely and adapt it in order to keep up otherwise the products produced will soon be outdated , and the company will is new product and market opportunities .

**?????????Ecological forces**

Ecological or natural forces in the environment are important since they are about the natural resources which are needed as inputs by marketers of which are affected by their marketing activities , Also , environmental concerns have grown strongly in recent years , which makes the ecological force a crucial factor to consider, For instance , world, air and water pollution are headlines in every marketer should be aware of in a way that it is a must to keep track of trends in the ecology environment .????????

**Political/Legal**

By looking at the legal laws which would affect the web based organization, I would consider to monitor the political forces. This is because every organization is limited to the political environment such as laws, government agencies and pressure groups which influences and restricts the government and individuals in the society. Therefore, marketing decisions are strongly influenced and affected by developments in the political environment.

**Market forces**

By looking at the number of similar Web based companies in existence and available customers, I would choose to monitor the market forces. This is because monitoring changes in the market can be vital to continued success. Unless you keep abreast of how your market is evolving, you could find your business left behind as your product or service offerings become outdated, your target market moves on to a new trend or business, and your competitors eat your lunch. By monitoring your market, you can know when to:

* raise or lower prices to meet what your market can afford and your competitors are charging
* adjust your product and service to meet your market’s changing needs

(Open forum, 2015)

**Through the study of Economic Forces**

I would get up dated with knowledge on the existing economic forces such as the price inflation, the taxation rate, government policies of development so as to decide to monitor the economic forces. This will enable me to ensure that the organization is not blindsided by something that negatively affects its bottom line and does not completely miss out on the golden opportunity.

**Ideological study of the society.**

Through the study of the behavior of people towards the Technology, I would consider to monitor the ideological force. This is because to compete in the global market place , as the marketing manager , there is a need to account for differences in ideologies , in some countries, for example , bribery is not only an accepted but expected business practice. In this way, the marketing manager must put emphasis on the ideological factor because certain practices that are acceptable in capitalist beliefs may affect purchase decisions in a particular country or region. Competitive intelligence can play a key in ensuring that an organization enters an area without committing a pass.

**By considering coverage of the means of publishing.**

I would take a deep study of which means of publishing cover a wide area. This will force me to monitor the Media forces. This is because media including social media, TV channel would cover a wide area compared to other means of publishing and therefore monitoring it will attention from so many people. For example there are so many people using social media.

**Through the study of the Demography of an area of coverage.**

Demography relates to the study of human population including size, density, age, gender ,etc and therefore through the study of the demography of an area of coverage, I would choose to decide to monitor the demographic forces so as to know the tastes and preference of the largest age group of the population. For example in Uganda, the largest percentage of the population is for the youth and many of the youth prefer using trendy and fashionable goods. This will enable the organization to have a high demand for its good.

**By considering the level of Innovation.**

By considering the level of innovation of other similar web based organization, Iwould decide to monitor the innovation force in the environment . this will enable me to decide whether I should decide introduce new distinct ideas . When the other organsisations too innovative I would decide to boost the level of innovation of the organization.

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