



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2024/2025

**FIRST YEAR SECOND SEMESTER EXAMINATION
FOR THE DEGREE BACHELOR OF BUSINESS
ADMINISTRATION WITH INFORMATION
TECHNOLOGY**

MAIN CAMPUS

BBA 102: BUSINESS ENVIRONMENT

Date: 5th May, 2025

Time: 3.30 - 6.30pm

INSTRUCTIONS:

- Do not write anywhere on this Question paper
- Answer Question ONE and any other THREE.
- Question One carries 25 marks and the rest 15 marks each.

QUESTION ONE

Q1. Answer question **ONE** and any other **THREE** questions.

✓ Case: Panpaper industries

This once huge producer of paper has not been doing well of late. Issue of ownership, mismanagement and lack of focus has brought down this great source of livelihood and economic hub in the western region. During a brain storming session with experts on strategic turnaround planning, they observed pertinent issues: Should the company continue to rely on wood as a raw material or turn to other more environmentally friendly sources? Two the community and employees have largely complained of nuisance of bad smell and health related issues emanating from emissions from air from the plant. Is it possible to partner with external company to tab advanced technology.? The company has vast land and stable workforce. In the recent past the company has also lost its market since most offices have gone paperless slashing its aggregate demand. The present government is encouraging public private partnership. There is good will to support the company.

Questions.

1. Prepare a SWOT profile for the company, (10 marks)
2. Identify key environmental issues affecting the company. (5 marks)
3. Suggest an appropriate strategy for it to spring back. (5 marks)
4. In this context discuss the benefits of the company conducting a thorough environmental scanning. (5 marks)

QUESTION TWO

Explain how corporate governance acts as a solution to agency problems, highlighting the pillars of good corporate governance and their significance in ethical business practices. (15marks)

✓ QUESTION THREE

- a. Assuming that you are the Business Development Manager for ABC Consultants, a Multinational Enterprise (MNE) that specializes in Engineering and Consultancy Services. You have been called by an Association of Business students in a public University to elucidate on the topic: 'Business Power'. Discuss (8marks)

- b. The business is in better position to strengthen its relationship with the society first by taking care of the needs of the current generation but then without interfering with the future generation' Discuss (7marks)

QUESTION FOUR

- a. You have recently been hired as the HR Manager of a multinational company that is struggling with diversity management. Employees from different cultural backgrounds, genders, and age groups have expressed concerns about discrimination, lack of inclusion, and career growth opportunities. Additionally, the company is facing challenges in retaining diverse talent.

Required:

- i. Identify and explain at least four critical factors that contribute to effective workplace diversity management. (4marks)
 - ii. Propose two practical strategies that the company can implement to improve diversity and inclusion. (4marks) ✓
- b. A group of activists successfully pushes for laws requiring clear labeling of genetically modified foods. Explain how this represents consumerism as a protective movement. (7marks)

QUESTION FIVE

You are the owner of XYZ consultant, a business firm dealing with import export of trade chains. In this, you note that the environment of a business requires aptitude communication at all levels. Your employees have in the recent past not been reporting to work, suffers low morale and dejection at the work place. Based on this scenario:

- a) Explain how effective communication system will be important in the case above. (9marks).
- b) Illustrate how bringing about change of culture and staff would be necessary to solve the perils. (6marks).

QUESTION SIX

A global fast-fashion brand is accused of exploitative labor practices and environmental pollution. Analyze the role of media, NGOs, and government institutions in shaping public opinion and criticism toward the business. (9 marks)

A major food-processing company recalls its products due to contamination concerns. How does this situation illustrate the need for government regulation in ensuring consumer safety and public health? (6 marks)