



UNIVERSITY COLLEGE TATI (UC TATI)

FINAL EXAMINATION QUESTION BOOKLET

COURSE CODE	:	BCS 2713
COURSE	:	INTRODUCTION TO BUSINESS
SEMESTER/SESSION	:	SEM 2- 2024 / 2025
DURATION	:	3 HOURS

Instructions:

1. This booklet contains 5 questions. Answer **ALL** questions.
2. All answers should be written in answer booklet.
3. Write legibly and draw sketches wherever required.
4. If in doubt, raise your hands and ask the invigilator.

DO NOT OPEN THIS BOOKLET UNTIL YOU ARE TOLD TO DO SO

THIS BOOKLET CONTAINS 4 PRINTED PAGES INCLUDING COVER PAGE

QUESTION 1

Jane recently opened a small coffee shop called "Brew Haven" in her neighbourhood. She conducted thorough market research and identified a gap in the market for high-quality, artisanal coffee. Jane invested in premium coffee beans and top-notch equipment. Despite the initial success, she faces challenges in attracting a consistent customer base and managing operational costs. She is contemplating various marketing strategies to increase foot traffic and improve customer retention.

- a) List **TWO (2)** type of products do she offer. (2 Marks)
- b) Describe **THREE (3)** main challenges Jane faces in her business. (6 Marks)
- c) Explain **FOUR (4)** why Jane conducted market research before opening her coffee shop. (8 Marks)
- d) Discuss **THREE (3)** potential marketing strategies Jane could use to attract more customers and improve retention. (6 Marks)

QUESTION 2

As a Global Business Analyst at an international consulting firm, you assess the global economic climate to advise clients on international investments. Your analysis examines trends in trade agreements, geopolitical shifts, and currency fluctuations. You also evaluate emerging markets' stability and risks from political unrest and sanctions in countries like Venezuela and Iran. Your report offers crucial insights into regions with the most potential for safe, profitable investments, helping clients make informed decisions on global business expansion.

- a) Explain **THREE (3)** ways changes in currency values can impact international investments. (6 Marks)
- b) Interpret **THREE (3)** potential impact of political unrest in an emerging market on international business investments. (6 Marks)
- c) List **FIVE (5)** reasons important of evaluation international trade agreements when advising on global investments. (5 Marks)

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- d) Compare **FIVE (5)** risks and benefits of investing in a stable versus (5 Marks) an unstable geopolitical region.

QUESTION 3

You are a budding entrepreneur at a workshop called "Introduction to Business Ownership." Here, you learn about different ways to own a business: sole proprietorships, partnerships, and corporations, each with its own rules, tax details, and personal risk levels. As part of an activity, you think about opening a small coffee shop in your neighbourhood. You explore the advantages and disadvantages of each business type, thinking about what you currently have, your future business goals, and possible challenges you might face.

- a) List **THREE (3)** main types of business ownership. (3 Marks)
- b) Explain **THREE (3)** primary considerations when deciding business ownership structure for establishing a small coffee shop. (6 Marks)
- c) Choose **THREE (3)** challenges you might face. (3 Marks)

QUESTION 4

As the new HR Coordinator at a rapidly growing tech company, you've been tasked by the CEO to review and redesign the organizational structure. Considering a matrix for cross-department collaboration or a divisional structure for product line focus, you aim to optimize efficiency and align with strategic goals.

- a) Apply **FIVE (5)** importants of clear organisational structure. (5 Marks)
- b) List **FIVE (5)** types of organisational structure. (5 Marks)
- c) Explain **THREE (3)** advantages of hierarchical organizational structure (6 Marks)
- d) Discuss **THREE (3)** potential challenges that may arise when (6 Marks) implementing a matrix structure in the tech company.

QUESTION 5

You're a Quality Assurance Manager at a manufacturing plant tasked with improving productivity and product quality. After analysing production data, you identify bottlenecks in the assembly line affecting efficiency and defects in the final product impacting quality. You implement process improvements, such as streamlining workflow and implementing stringent quality control measures, to enhance productivity and ensure consistently high-quality products.

- a) Give **THREE (3)** implementing effective strategies. (3 Marks)
- b) Select **THREE (3)** employee training and engagement. (3 Marks)
- c) Classify **FOUR (4)** continuous improvement process. (8 Marks)
- d) List **EIGHT (8)** measuring success and impact in productivity and quality. (8 Marks)

-----End of questions-----