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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY  
UNIVERSITY EXAMINATION, 2016/2017 ACADEMIC YEAR  
CERTIFICATE IN BUSINESS MANAGEMENT**

**CBM 007 - INTRODUCTION TO BUSINESS ENVIRONMENT**

Date: 8<sup>th</sup> August, 2016.  
Time: 3.30pm – 5.30pm

**INSTRUCTIONS TO CANDIDATES**

**ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS**

**QUESTION ONE (30 MARKS)**

- a) Define the terms “Business” (5 Marks)
- b) List the characteristics of a business. (10 Marks)
- c) Name the five broad types of industries. (5 Marks)
- d) What are the objectives of a business? (10 Marks)

**QUESTION TWO (20 MARKS)**

- a) Giving examples of local “for profit” organizations, explain the following terms;
- i) Survival
  - ii) Stability
  - iii) Growth
  - iv) Profitability
- (10 Marks)
- b) Explain the meaning of the terms Business Environment and name the major components of business environment. (10 Marks)

**QUESTION THREE (20 MARKS)**

- a) What are the Characteristics of Business Environment? (10 Marks)
- b) With an aid of a diagram identify the Primary Activities of the Value Chain. (10 Marks)

**QUESTION FOUR (20 MARKS)**

Functional approach refers to organisation basic capabilities; characteristics, swot analysis and limitation are the key strategic factors. Explain function of Marketing and Human Resource Departments in an organization.

**QUESTION FIVE (20 MARKS)**

- a) Explain the Micro and Macro Environment of a business. (10 Marks)
- b) Discuss the Elements of Political and legal Environment. (10 Marks)