



KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF BUSINESS –WYCLIFFE

DIPLOMA IN BUSINESS ADMINISTRATION

COURSE TITLE: DBA012/DHR 012–BUSINESS ENVIRONMENT

Instruction Answer Question one and any other Two

1. a. Explain any five internal factors that influence business policies in Kenya
(10 marks)
- b. Discuss the importance of business owners/managers studying business environment
(10 marks)
- c. i. Distinguish between internal and external environment. Give examples to support your arguments
(10 marks)
2. Explain how the following economic systems affect business
 - a. Capitalism (6 marks)
 - b. Socialism (7 marks)
 - c. Communism (7 marks)
3. a. "Firms which systematically analyze and diagnose the environment are more effective than those which don't. Elucidate
(10 marks)

b. Illustrate the role of the following government institutions in enhancing businesses in

Kenya

i) Executive (3 marks)

ii) Legislature (3 marks)

iii) Judiciary (3 marks)

4. a. What is globalization (3 marks)

b. Analyze the issues involved in globalization (17 marks)

5. a. Examine the impact of social cultural environment in business organization (10 marks)

b. Describe the process of environmental scanning (10 marks)