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

DBA 012 - BUSINESS ENVIRONMENT

Date: 9th August, 2016.
Time: 3.30pm – 5.30pm

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Explain five economic environment and political environment and how it affects business performance. (10 Marks)
- b) Explain five general characteristics of business environment. (10 Marks)
- c) Explain five corporate social responsibilities to government and the community. (10 Marks)

QUESTION TWO (20 MARKS)

- a) Explain Porter's is five forces of analysis. (10 Marks)
- b) Explain how to control pollution in business environment. (10 Marks)

QUESTION THREE (20 MARKS)

- a) Discuss reasons why firms go global. (10 Marks)
- b) Explain supplier and customers factors that influence business. (10 Marks)

QUESTION FOUR (20 MARKS)

- a) Explain the effects of globalization. (10 Marks)
- b) Explain social-cultural environment how it business in the society. (10 Marks)

QUESTION FIVE (20 MARKS)

- a) Explain the importance of studying business environment. (10 Marks)
- b) Discuss methods of entering international business . (10 Marks)