



Riara School of Business
Nurturing business innovators
SEPTEMBER – DECEMBER 2019 TRIMESTER
EXAMINATION FOR DIPLOMA IN BUSINESS MANAGEMENT

RBM 011: BUSINESS ENVIRONMENT

DATE: 11TH DECEMBER 2019

TIME: 2 HOURS

GENERAL INSTRUCTIONS:

Students are NOT permitted to write on the examination paper during reading time.

This is a closed book examination. Text book/Reference books/notes are not permitted.

SPECIAL INSTRUCTIONS:

1. Write your REGISTRATION NO. Clearly on the answer booklet(s).
2. Answer Question One and ANY other TWO questions.
3. Questions in all sections should be answered in answer booklet(s).
4. Marks allocated to each question are shown at the end of the question.
5. PLEASE start the answer to EACH question on a NEW PAGE.
6. For the questions, write the number of the question on the answer booklet(s) in the order you answered them.
7. Write your answers in paragraph form unless stated otherwise.
8. Keep your phone(s) SWITCHED OFF at the front of the examination room.
9. Keep ALL bags and caps at the front of the examination room and do not refer to any unauthorized material before or during the course of the examination.
10. You are only allowed to leave the examination room 30minutes to the end of the Examination.

QUESTION ONE

- a) Discuss any **SIX** merits of having business linkages in Africa **(12Marks)**
- b) Using examples describe **FOUR** types of Economic Integration **(8 Marks)**
- c) Examine any **FIVE** roles of business legislation in given economy **(10 Marks)**

QUESTION TWO

- a) Discuss **FIVE** factors that define the meso- environment **(10 Marks)**
- b) Describe any **FIVE** Corporate Social Responsibility(CSR) activities of business towards shareholders or investors **(10 Marks)**

QUESTION THREE

- a) Explain **FIVE** roles of Capital Market Authorities in Africa **(10 Marks)**
- b) Describe **FIVE** challenges facing companies that decide to go global **(10 Marks)**

QUESTION FOUR

- a) Discuss the role of PESTEL in lecturers buying a motorcycle **(12 Marks)**
- b) Globalization is basically an economic activity but influenced by many factors. Highlight **FOUR** factors influencing Globalization. **(8 Marks)**