



Riara School of Business

Nurturing business innovators

SEPTEMBER – DECEMBER 2019 TRIMESTER

EXAMINATION FOR BACHELOR OF BUSINESS ADMINISTRATION

DAY PROGRAMME

RFC 308: INDIGENOUS AND INNOVATIVE AFRICAN BUSINESS PRACTICES

DATE: 19TH 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 books/reference books/notes are not permitted.

SPECIAL INSTRUCTIONS:

1. Write your **ADMISSION NUMBER** clearly on the cover of 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. Indicate the number of the questions answered on the cover of 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 30 minutes to the end of the Examination.
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QUESTION ONE: COMPULSORY (30 MARKS)

- a) Discuss the benefits and limitations of the French Colonial Policy of assimilation and the British Indirect Rule models. **(4 Marks)**
- b) Do African national and regional differences matter in African Business and management practices? Discuss. **(6 Marks)**
- c) In your opinion, what would be the benefits of African SMEs internationalizing understanding of the National and regional differences in Africa? **(10 Marks)**
- d) Nairobi is globally reputed as a hotspot for Social Entrepreneurship, Cultural and technological innovation. How would you apply the practices learned in this course for further Competitive Advantage? **(10 Marks)**

QUESTION TWO

- a) Assess the similarities and differences between indigenous financial management practices and western ideologies. **(10 Marks)**
- b) What is the basis of African Management Ethics? In your own opinion what are the implications of inclusion of African ethical principles in today's Business Practice? **(10 Marks)**

QUESTION THREE

- a) Discuss the differences in Human Resources practices across Africa highlighting the drivers of such cultural norms and values of African local communities. **(10 Marks)**
- b) Assess the peculiarities of infrastructure in Africa and how logistics and supply chain can be enhanced given the socio-economic contexts of Africa **(10 Marks)**

QUESTION FOUR

- a) Identifying your preferred African business sector, how would you adapt to its indigenous Business practices to innovate for growth, performance and branding? **(10 marks)**
- b) How can differences in two countries' cultures create ethical issues in business? **(10 Marks)**