FACULTY OF BUSINESS MANAGEMENT

END OF SEMESTER EXAMINATIONS - APRIL 2025

PROGRAMME: MBA

YEAR/SEM: YEAR 1/SEMESTER 1

COURSE CODE: MBA 715

NAME: BUSINESS ENVIRONMENT ANALYSIS

DATE: 2025-04-23

TIME: 2:00-5:00PM

INSTRUCTIONS TO CANDIDATES:

1. Read the instructions very carefully

2. The time allowed for this examination is STRICTLY three hours

3. Read each question carefully before you attempt and allocate your time equally between all the Sections

4. Write clearly and legibly. Illegible handwriting cannot be marked

5. Number the questions you have attempted

6. Use of appropriate workplace examples to illustrate your answers will earn you bonus marks

7. Any examination malpractice detected will lead to automatic disqualification.

DO NOT WRITE ANYTHING ON THE QUESTION PAPER

Section A SECTION A IS COMPULSORY

Question 1:

TechNovaâ??s Expansion into East AfricaÂ

TechNova, a mid-sized Indian tech firm specializing in software solutions for small businesses, is planning to expand into the East African market. After conducting preliminary research, the company shortlisted Kenya, Uganda, and Rwanda as potential countries for expansion. The companyâ??s management is aware that entering a new market requires a thorough understanding of the external business environment, including legal frameworks, political stability, cultural factors, economic indicators, and technological readiness.
TechNova must navigate challenges such as varying tax policies, infrastructure gaps, competition from local and foreign firms, and adapting products to suit local languages and user preferences.

Questions:
a) Identify and discuss five key components of the external business environment that TechNova should analyze before entering the East African market. *(10 marks)*
b) Evaluate the possible political and legal risks TechNova may face in its East African expansion and propose strategies to mitigate these risks. *(10 marks)*
c) *Explain the possible reasons why Technova started this business (10 marks)*
d) *How can TechNova use SWOT analysis to understand her business? (10 Marks)*

Section B SELECT ANY THREE QUESTIONS IN ALL

Question 1:

a) Discuss the role of technology in modern business operations. (10 marks)

(b) Analyze the impact of artificial intelligence (AI) on business decision-making. (10 marks)

Question 2:

(a) How does corporate social responsibility (CSR) influence consumer perception? (10 marks)

(b) Assess the challenges businesses face in implementing CSR initiatives. (10 marks)

Question 3:

(a) What are trade barriers? **(10 Marks)**

(b)Discuss how tariffs and import restrictions affect local businesses. **(10 Marks)**

Question 4:

Â a) Why is understanding consumer behavior important for businesses?Â (10 marks)

(b) Explain how changing social trends affect product demand.(10 marks)

Question 5:

a) Define the term â??business environmentâ?? and explain its significance in business decision-making. *(10 Marks)*

b) Identify and describe four major components of the external business environment. *(10 Marks)*

Question 6:

a) How does corporate social responsibility (CSR) influence consumer perception? (10 marks)

(b) Assess the challenges businesses face in implementing CSR initiatives.(10 marks)