



MURANG'A UNIVERSITY OF TECHNOLOGY

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF HUMAN RESOURCE

UNIVERSITY ORDINARY EXAMINATION

2017/2018 ACADEMIC YEAR

THIRD YEAR FIRST SEMESTER EXAMINATION FOR THE BACHELOR OF SCIENCE IN ENTREPRENEURSHIP MANAGEMENT.

BHE 302 – ENTERPRISE ENVIRONMENT

DURATION: 2 HOURS

DATE: 14/12/2017

TIME: 2.00- 4.00 P.M.

Instructions to Candidates:

1. Answer **Question 1** and **Any Other Two** questions.
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

SECTION ONE – COMPULSORY

- (a) The business Environment since couple of decades has witnessed a radical change mainly due to rapid development. Therefore managers must be able to adjust to the emerging challenges. Describe five emerging issues in business Environment. (10 marks)
- (b) Define the term Business Environment. (2 marks)
- (c) Discuss the elements of micro- Environment. (10 marks)
- (d) Highlight the source of finance for SMEs in Kenya. (8 marks)

SECTION TWO – ANSWER ANY TWO QUESTIONS

QUESTION TWO

- (a) Summarize the features of business Environment. (10 marks)
- (b) Outline the procedure of starting a new business. (10 marks)

QUESTION THREE.

- (a) Mary is planning to start a small business in Murang'a Town. Advise her why it is important to scan the Business Environment. (10 marks)
- (b) Determine the significance of a Political Environment to a business. (10 marks)

QUESTION FOUR

- (a) Differentiate between Liberalisation, Privatization and Globalization. (15 marks)
- (b) Highlight the importance of business Ethics. (5 marks)