

BOTSWANA COLLEGE OF DISTANCE AND OPEN LEARNING

In collaboration with

**THE VIRTUAL UNIVERSITY FOR SMALL STATES OF THE
COMMONWEALTH
(VUSSC)**

Bachelor Of Business And Entrepreneurship

THE BUSINESS ENVIRONMENT

BE211

SPECIAL EXAMINATION

Marks: 100

3 HOURS

Instructions

1. This examination consists of **Four** sections: A, B, C and D
2. Begin each answer to a new question on a new page.
3. Answer questions according to instructions given in each section
4. Write answers in the answer booklet provided
5. Write in grammatical English

SECTION A –Multiple Choice Questions

[10 marks]

Answer ALL questions. Each question carries ONE (1) mark.

Choose the best alternative answer.

1. The process of management involves the function of planning, _____, leading and controlling.
 - A. Accounting.
 - B. Creating.
 - C. Innovating.
 - D. Organising.

2. In what order do managers typically perform the managerial functions?
 - A. Organising, planning, controlling, leading
 - B. Organising, leading, planning, controlling
 - C. Planning, organising, leading, controlling
 - D. Planning, organising, controlling, leading:

3. At what level of an organisation does a corporate manager operate?
 - A. Functional
 - B. Operational
 - C. Middle level
 - D. Top level

4. Setting the organisation's goals and deciding how best to achieve those goals is defined as _____.
 - A. Organising
 - B. Planning and decision making
 - C. Controlling
 - D. Leading

5. A situation where a few companies control the market is called _____.
- A. Monopoly
 - B. Free trade
 - C. Oligopoly
 - D. Sole proprietor
6. Which of the following is **NOT** a factor in the macro environment?
- A. Competitors
 - B. Government
 - C. The economy
 - D. Legal
7. Which of the following is **NOT** one of Porter's five forces?
- A. The bargaining power of customers.
 - B. The bargaining power of suppliers.
 - C. The bargaining power of competitors.
 - D. The availability of substitutes
8. The process of producing a single product that everyone will want is called _____.
- A. Niche marketing
 - B. Mass marketing
 - C. Micro marketing
 - D. Macro marketing

9. 'Benefits sought' is an example of _____.
- A. Behavioural segmentation.
 - B. Psychographic segmentation.
 - C. Geographical segmentation.
 - D. Demographic segmentation.
10. Lifestyle is an example of _____.
- A. Psychographic segmentation.
 - B. Behavioural segmentation.
 - C. Demographic segmentation.
 - D. Geographic segmentation.

SECTION B – TRUE/FALSE QUESTIONS

[10 marks]

Answer ALL questions. Each question carries ONE (1) mark.

State whether each of the following statements is TRUE or FALSE

1. The marketing mix includes production, price, promotion, and packaging; this is known as the four Ps of marketing.
2. When backed by buying power, needs become demands.
3. A target market consists of a set of buyers with different needs and characteristics.
4. Car manufacturers are not interested in gender segmentation.
5. As managers rise through an organisation, they will probably rely less on their technical skills.
6. Undifferentiated marketing is becoming an increasingly accepted practice.
7. All organisations operate in a macro environment.
8. Companies that excel in developing and managing new products do not reap big rewards.
9. New product development is risky and expensive.
10. The leader with legitimate power has personal characteristics that appeal to others.

SECTION C – SHORT ANSWER QUESTIONS

[30 marks]

There are seven questions in this section. Answer all questions.

1. Outline four components of the supply chain management process. **(2 marks)**

2. Distinguish between Primary, Secondary and tertiary industries. **(6 marks)**

3. State the five broad moral principles suggested by philosophers. **(5 marks)**

4. According to Porter's five forces model, the likelihood of entering a market is high under which circumstances? **(5 marks)**

5. Outline steps in the marketing process. **(7 marks)**

6. Explain the following:
 - a. Technical skills **(2 marks)**
 - b. Conceptual skills **(2 marks)**

7. Define a democratic leader. **(1 mark)**

SECTION D ESSAY-TYPE QUESTIONS

[50 marks]

There are three questions in this section. Answer any TWO questions.

QUESTION 1

(25 marks)

Read the following statement and answer the question that follows.

Imagine that you and your friends want something for breakfast that is fast, nutritious, and good tasting. Some of your friends eat cornflakes but it contains a lot of sugar and may not be a healthy choice. You ask your friends and acquaintances and find that based on a small sample of opinion that there seems to be a large demand for a breakfast cereal that is good tasting, nutritious, high in fiber, and low in sugar. It seems that you have found a need in the consumer market that is not currently being met.

- a. Use the marketing process to come with the product that meet customer needs and explain how you will market the product successfully.

QUESTION 2

(25 marks)

- a. Examine the criteria you would use to evaluate the viability of the segment.

(10 marks)

- b. With the use of examples distinguish the different types of market segmentation.

(15 marks)

QUESTION 3

(25 marks)

Over the past 30 years the most frequently used model for analysing the structure of industries is the one proposed by Michael Porter called Porter's five forces model.

Discuss Porter's five forces.