

DEGREE
July – December



Sessional Examination
BE 211 The Business Environment

BOTSWANA COLLEGE OF DISTANCE AND OPEN LEARNING

In collaboration with

THE VIRTUAL UNIVERSITY OF SMALL STATES THE COMMONWEALTH
(VUSSC)

Bachelor of Business and Entrepreneurship

THE BUSINESS ENVIRONMENT

BE 211

SESSIONAL EXAMINATION

Marks – 100

Time Allowed: 3 hours

Instructions to candidates:

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

SECTION A –Multiple Choice Questions

[10 MARKS]

Answer ALL questions.

Choose the best alternative answer

1. _____ is an example of Secondary industries.
 - A. Mining
 - B. Automobile manufacturing
 - C. Forestry
 - D. Farming

2. Among the four P's of the marketing mix, which one is concerned with the customer's product awareness?
 - A. Product
 - B. Promotion
 - C. Price
 - D. Place

3. Which of the following does not form part of the firm's macro –environment?
 - A. Internal environment
 - B. technological environment
 - C. political environment
 - D. economic environment

4. The following form part of the primary activities in Porter's five forces, except _____.
- A. Technology development
 - B. Operations
 - C. Inbound logistics
 - D. Marketing and Sales
5. A business that is owned and managed by one person and has no partners or co-owners is called _____.
- A. Partnership
 - B. Sole proprietorship
 - C. PLC's
 - D. Joint venture
6. A project plan will include the following EXCEPT _____.
- A. Identifying tasks and how goals will be achieved
 - B. Choosing of suppliers
 - C. Budgets and timelines
 - D. quantifying the resources needed
7. _____ is most often associated with the invention of new products.
- A. Promotion
 - B. Pricing
 - C. Research and Development (R&D)
 - D. Secondary industry
8. Which of the following are the basic types of Accounts?
- A. Revenue
 - B. Liabilities
 - C. Equity
 - D. All of the above

9. Tactical level is the name given to _____
- A. Strategic leaders
 - B. Middle level management
 - C. Operational managers
 - D. Staff
10. What term is used to describe the process which basic goods pass through as they are transformed into goods for final consumption?
- A. Logistics
 - B. Value Chain
 - C. Final delivery
 - D. After sales

SECTION B – TRUE/FALSE QUESTIONS

[10 MARKS]

Answer ALL questions.

State whether each of the following statements is TRUE or FALSE

1. A value chain consists of the major business functions that add value to the company's products and services.
2. Supply chain management involves acquiring and bringing inside the company, all of the processes that bring value to customers.
3. All businesses exist to make profits.
4. Businesses works within a fixed external environment.
5. Business activity can be portrayed as a process of transforming inputs into outputs.
6. The PESTLE factors are part of a firm's general (or contextual) environment.
7. A firm's stakeholders are individuals or groups who have an interest in its performance.
8. In a sole proprietor the owner and the business are entirely separate.
9. A company in a primary industry can also be involved in turning natural resources into products.
10. One of the first decisions an entrepreneur faces when starting a new business venture is selecting an appropriate form of ownership.

SECTION C – SHORT ANSWER QUESTIONS

[30 MARKS]

Answer all questions in this Section

Question 1

Describe Market Analysis, focusing on the following:

(10 Marks)

- i. Market size (2 marks)
- ii. Market growth rate (2 marks)
- iii. Market profitability rate (2 marks)
- iv. Market trends (2 marks)
- v. Key success factors (2 marks)

Question 2

Explain the terms below.

(10Marks)

- a. Equity (2 marks)
- b. Revenue (2 marks)
- c. Assets (2 marks)
- d. Expenses (2 marks)
- e. Liabilities (2 marks)

Question 3

- I. Porter's strength was to condense the activity based cost analysis into a generic template consisting of primary activities and support activities .List with examples; **(10 Marks)**
- a) Five primary activities (5 marks)
- b) Five support activities (5 marks)

SECTION D ESSAY-TYPE QUESTIONS

[50 MARKS]

There are **THREE** questions from this section, Answer any **TWO**.

Question 1

Analyse the Autocratic leadership style, outlining all its advantages and disadvantages. **(25 Marks)**

Question 2

(25 Marks)

- i. Define Management (3 Marks)
- ii. List and elaborate on any four of management functions (20 Marks)
- iii. Define the term organizing (2 Marks)

Question 3

Discuss Porter's five forces analysis of market structure (25 Marks)

END OF THE PAPER