



## **SCHOOL OF BUSINESS, ECONOMICS AND MANAGEMENT**

### **BUSINESS ENVIRONMENT AND COMMUNICATIONS SKILLS**

#### **MID- EXAMINATION**

**18<sup>TH</sup> SEPTEMBER, 2012**

**09:00- 12:00 HOURS**

**Time allowed: 3 HOURS plus 5minutes reading time**

#### **Instructions to Candidates:**

- 1. Check that you have the correct examination paper in front of you.**
- 2. There are TWO (2) sections in this examination paper. Answer question ONE (1) and ONE OTHER question from section A. Answer question ONE (1) and ONE OTHER question from section B as well.**
- 3. All questions must be answered in the answer sheet only.**
- 4. Write down the number of questions that you have answered on the cover of the examination answer sheet.**
- 5. Begin each question on a new page.**
- 6. No books, files or mechanical / electronic aids are permitted.**
- 7. There shall be no form of communication between students during the examination. Any students caught doing this will be disqualified.**

**DO NOT TURN THIS PAGE UNTIL YOU ARE TOLD TO DO SO.**

**SECTION A ( Answer question one and any other question from this section )**

**QUESTION ONE (Compulsory)**

Zambia like other nations faces the problem of allocating scarce economic resources among competing groups .As a reward of the economy ,government is charged with the responsibility of coordinating the use of scarce factors of production so as attain their objectives.

- a. Explain how the fiscal and monetary policy can be used to manage the economy of a country.  
(10 marks)
- b. Fluctuations in the economy follow a general pattern that is referred to as the business cycle. Explain the stages found in this cycle.  
(8 marks)
- c. Explain three (3) advantages of a capitalist economy  
(3 marks)
- d. Differentiate perfect competition from monopoly market structures.  
(4 marks)

**Total marks: 25**

**QUESTION TWO**

Businesses face challenges of being surrounded by various factors in its external environment that affect its operations. These factors if analyzed properly might bring about success to any business. Much of these are uncontrollable and very sophisticated at times.

Describe Porter's five forces model of industry analysis in details as an instrument used by managers to develop competitive strategies for their organizations.

**Total marks: 25**

### QUESTION THREE

The external environment is everything outside an organisation that might affect its operations. An organisation's external environment consists of two layers.

a. Explain any five (5) elements components that make up the task environment.

(10marks)

b. Briefly describe Michael porters five forces model and how it can be used to asses an industry's profitability.

(15 marks)

**Total marks: 25**

### QUESTION FOUR

Giving practical examples write brief notes on the following ways of managing environmental uncertainty.

1. Buffering
2. Rationing
3. Boundary spanning
4. Co-opting
5. Forecasting

**Total marks: 25**

### **SECTION B (Answer question one and any other question from this section)**

#### **QUESTION ONE (Compulsory)**

1. You have an essay question which requires you to '***explain three key functions of radio in mass communication.***' The answers to the question have been provided below, and are numbered 1, 2 and 3. Each answer represents one idea which is supported by points presented in bullet form. Using sentence and paragraph transitions as well as any other relevant information you know, rewrite them to make a coherent essay complete with

an introduction and a conclusion. NOTE that not all the points may be relevant

### **Some useful background information**

- Radio can be described as a means of mass communication which is entirely auditory
- Radio can be described as the technical instruments including transmitters and receivers (radio sets)
- Recipients of radio communication are called listeners or collectively an audience
- The communicator is the broadcaster
- Listeners receive messages through radio sets
- Mass communication is communication which is the dissemination of information to a large, heterogeneous and anonymous audience through the use of technology
- Function can be described as the effect of mass communication on its audience

### **Answers to the question**

#### **1. The function of radio is to provide information**

- Radio provides information to people by reporting events
- Broadcasters report events as they are without analysing them
- Radio allows listeners to interpret information
- Radio reports on events which are of interest to the public
- Radio reports on events pertaining to health, politics, economics, social matters, religion, and governance
- The information on radio is presented to listeners as news bulletins, weather reports or through current affairs programmes
- The information which radio provides can help the public to make informed decisions and to participate in public activities
- With information obtained from radio, listeners can choose leaders through elections or can demand improved delivery of social services
- Mass media reach a large audience at once
- To provide useful information, the media organisations take into consideration the kinds of audience members they have
- Some radio stations are publicly owned. Others are privately owned
- The provision of information is an important function of radio which can contribute to the development of communities

#### **2. The function of radio is to provide entertainment**

- Radio provides entertainment by through programmes which have an element of pleasure and amusement
- The entertainment programmes on radio include radio drama, talk shows and music
- The entertainment programmes can be a source of relaxation and relief to listeners

- The programmes can be used by listeners to escape from loneliness, boredom
- Radio programmes are made for people of different age groups
- Young children below the age of five have programmes designed for their level of understanding

**3. The function of the media is to educate people**

- Radio plays the function of education through programmes specifically designed with educative messages
- Radio can be used for formal education which has a set objectives
- Radio can play this function to reach audiences who may not have the opportunity to attend formal education programmes
- 'Taonga' market is a formal education programme on radio 2 of the Zambia National Broadcasting Cooperation
- Radio can be used to supplement formal education programmes through the broadcast of education programmes

Source: Oosthuizen L (ed) (1996) ***Introduction to Communication , Journalism, Press and Radio Studies***, Juta and Co, LTD, Kenwyn

**TOTAL MARKS 25**

**QUESTION TWO**

Describe with examples the importance of the following;

- The introduction to an essay
- The conclusion of an essay
- References
- Note taking and note-making
- Use of sentence and paragraph transitions in essay writing

**TOTAL MARKS 25**

**QUESTION THREE**

1. Describe the steps you would take to write an academic essay

**TOTAL MARKS 25**

**END OF EXAMINATION PAPER**