



SCHOOL OF BUSINESS, ECONOMICS AND MANAGEMENT

BBA 140 BUSINESS ENVIRONMENT

END OF SEMESTER EXAMINATION

MONDAY 11th DECEMBER 2017

09:00 – 12:00 HOURS

TIME ALLOWED: 3 HOURS plus 5 minutes reading time

INSTRUCTIONS TO THE CANDIDATES:

1. **Read the instructions carefully**
2. **Check that you have the correct examination paper in front of you.**
3. **There are Four (4) questions in this examination paper. Answer all questions.**
4. **All questions must be answered in the answer booklet provided only.**
5. **Write down the number of questions that you have answered on the cover of the examination answer booklet.**
6. **Begin each question on a new page.**
7. **No books, files or mechanical / electronic aids are permitted.**
8. **There shall be no communication among students during the examination. Any students caught doing this will be disqualified.**

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

QUESTION ONE

CEC Plc Corporate Social Responsibility Focus Areas

'Investing in humanity, protecting our fellow human beings and the environment, and supporting communities around and beyond where we operate are at the core of our Company's values' stated the Chairperson.

Accordingly, our business strategy includes integration and response to the social and developmental needs of communities. We strive to make a positive impact, alleviating hardships in some instances, as well as enabling economic growth.

Investment in education

CEC Plc has been steadfast in investing in young people and their involvement in the sciences. In 2016, the Company spent USD0.004 million in direct material support to the 2016 National Junior Engineers Technicians and Scientists (JETS) Fair. A couple of its engineers also participated in adjudicating the projects. More than 400 young people from all 10 provinces of the country took part. Keeping with that theme, CEC Plc supported the Engineering Institution of Zambia in promoting innovation and entrepreneurship among engineering professionals in Zambia through sponsorship of a fundraising golf event.

Staff participated in various careers fairs held by different schools as part of their reach to guide, particularly senior secondary school pupils, in their career choices. Both the technical and non-technical professions were represented. Intra-Company, the on-going internship programme designed to provide students from tertiary institutions with first-hand work experience for career development took in a total of 77 students. The program not only exposes students to practical work in industry but also enhances their chances for securing post-qualifying job opportunities.

Investment in Health

Our belief that health is wealth extends beyond the health of our employees to that of our stakeholders. CEC Plc collaborated with the Provincial Health Office of North-Western Province, the Mwinilunga District Hospital and local traditional leaders to

provide various health services and treatment to the people of Kanyikezhi Village – making it the third time that the Company was involved in taking health services to that particular village. Kanyikezhi is the location to be majorly affected by the Kabompo Gorge Hydroelectric Project. CEC Plc and its partners provided screening of and treatment for various medical conditions to over 700 residents and, for the first time in the area, cervical and breast cancer screening was made available, in addition to screening and treatment of bilharzia, elephantiasis and malaria. Voluntary counselling and testing for HIV, antenatal and under-five services were also provided.

With a population estimated at 2500, Kanyikezhi is at least 35 kilometres away from the nearest health centre; making regular health outreach an invaluable way of taking medical services closer to the people. The objective is to contribute to the sustainable existence of the community by helping them enjoy better health. Orphans and vulnerable children are supported, for example, through construction of school infrastructure and provision of learning and teaching materials; improvement of the environment and facilities for children in health institutions.

Youths also benefit from the Company's support to sporting and recreational infrastructure and financing of teams across sports disciplines. CEC continues to demonstrate its deep commitment to socially and economically contributing to the communities in which we live and work by acting responsibly and operating sustainably for the good of the present and future of both the Company and the communities.

Required

- (a) Conduct a Stakeholder Audit for CEC. **[5 Marks]**
- (b) Describe four (4) strategies of social responsibility and indicate which one of the four strategies CEC adopted? Justify your answer. **[10 Marks]**
- (c) There has been debate on the fundamental purpose of a business, which has spawned many specific arguments both for and against corporate social responsibility. Using relevant models, provide reasoned arguments for and against CSR. **[10 Marks]**

Marks]

(d) Explain what is meant by the Iron Law of Responsibility, and give practical examples of how this law can be applied to business. **[5 Marks]**

(e) Distinguish between instrumental and terminal values and explain their relationship to business ethics. **[10 Marks]**

[TOTAL: 40 MARKS]

QUESTION TWO

(a) Describe four (4) main characteristics of a partnership and list three (3) advantages and three (3) disadvantages of establishing this form of business. **[10 marks]**

(b) Matebo Enterprises operates successfully as a sole trader and the owner has a plan of turning the business into a limited company.

Required:

As a business consultant advise the owner on the benefits of implementing the plan. **[10 marks]**

[TOTAL: 20 MARKS]

QUESTION THREE

(a) Distinguish between the terms Fiscal policy and Monetary policy. **[5 marks]**

(b) Explain factors that show that “the freedom of private enterprises is greatest in the free market economy”. **[10 Marks]**

(c) Explain what is meant by the micro environment and state at least four constituent elements of this environment. **[5 Marks]**

[TOTAL: 20 MARKS]

QUESTION FOUR

(a) Porter developed a framework for analyzing the nature and extent of competition within an industry. Understanding the nature and strength of each the five forces within an industry assists managers in developing the competitive strategy of their organization. Explain these five forces. **[15]**

Marks]

(b) Technology has a very big impact upon the world of business and an important effect on the level and type of investment that takes place.

Using an organization of your choice, explain ways in which new technology has impacted such a business. **[5]**

marks]

[TOTAL: 20 MARKS]

END OF EXAMINATION PAPER