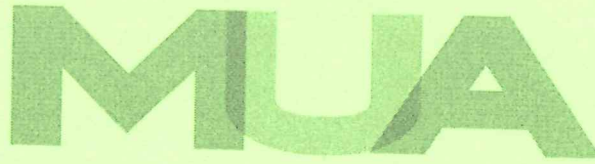


The
Management
University
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UNDERGRADUATE UNIVERSITY EXAMINATIONS

SCHOOL OF MANAGEMENT AND LEADERSHIP

DEGREE OF BACHELOR OF COMMERCE

BCM 115 : INTRODUCTION TO BUSINESS

DATE: 6TH AUGUST 2024

DURATION: 2 HOURS

MAXIMUM MARKS: 70

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **THREE** questions.
6. Question **ONE** carries **25 MARKS** and the rest carry **15 MARKS** each.
7. Write all your answers in the Examination answer booklet provided.

QUESTION ONE

Read the case study below and answer the questions that follow

Background:

XYZ Energy Corporation is a multinational company operating in the oil and gas industry. The company explores, extracts, refines, and distributes petroleum and natural gas products worldwide. With operations spanning across several continents, XYZ Energy Corporation faces complex challenges in managing its resources, coordinating activities, and ensuring operational efficiency.

XYZ Energy Corporation employs a hierarchical management structure to oversee its diverse operations. At the top level, the company's board of directors sets strategic direction and provides oversight, ensuring alignment with corporate goals and shareholder interests. Reporting to the board, the executive management team, led by the CEO, is responsible for translating strategic objectives into actionable plans and initiatives.

Within the company, various departments are responsible for specific functions such as exploration, production, refining, marketing, finance, and human resources. Each department is headed by experienced managers who oversee day-to-day operations, ensure adherence to industry regulations, and drive continuous improvement.

The organizing function involves structuring the company's resources and activities to achieve its objectives efficiently. XYZ Energy Corporation employs a functional organizational structure, grouping employees based on their expertise and specialization. This structure allows for the efficient allocation of resources and facilitates coordination within and between departments.

Furthermore, the company utilizes a project-based organizational approach for its exploration and production activities. Each exploration project is treated as a separate entity with dedicated teams responsible for planning, execution, and evaluation. This project-based structure enhances flexibility, responsiveness, and accountability, particularly in dynamic environments characterized by fluctuating oil prices and geopolitical uncertainties.

XYZ Energy Corporation adopts a systems approach to managing its operations, recognizing the interdependence and interconnectedness of various components within the organization. The company views itself as a complex system composed of subsystems, including exploration, production, refining, marketing, and support functions.

Moreover, XYZ Energy Corporation embraces a holistic perspective, considering external factors such as regulatory requirements, market dynamics, technological advancements, and environmental considerations. By integrating internal and external elements, the company aims to optimize performance, mitigate risks, and capitalize on opportunities across its value chain.

In conclusion, XYZ Energy Corporation exemplifies effective management and administration practices in the oil and gas industry. By adopting a hierarchical management structure, functional organizational design, project-based approach, and systems thinking philosophy, the company enhances its ability to navigate challenges, capitalize on opportunities, and sustain competitive advantage in a dynamic and highly regulated environment.

Required:

- a) The terms "management" and "administration" are often used interchangeably, but they have distinct meanings and roles within an organization. Discuss this statement (10 Marks)
- b) Asses the role of planning as a function of management. (5 Marks)
- c) Discuss five limitations of systems approach depicted in the above case study (10 Marks)

QUESTION TWO

- a) Raising capital can be a daunting task for many Entrepreneurs. Enumerate the Five challenges of associated with raising capital (10 marks)
- b) Outline five strategies to Mitigate Challenges associated with raising capital. (5 Marks)

QUESTION THREE

- a) Shifts in the global economic landscape can significantly impact the strategic decisions and operational practices of multinational corporations (MNCs) in several ways. Discuss how such shift can affect operations of a multinational corporation. (10 marks)
- a) To effectively respond to these global economic shifts, MNCs often undertake several strategic and operational adjustments Suggest five adjustments likely to be undertaken by the Multi nationals (5 marks)

QUESTION FOUR

- a) Product planning is a critical stage in the product development lifecycle, involving a series of steps and detailed analysis to ensure that the product meets market needs, aligns with the company's strategic goals, and is feasible to produce and deliver. Clearly discuss the steps involved for successful business planning process (9 marks)

- b) Enumerate the six stages of product development. **(6 marks)**

QUESTION FIVE

Business enterprises operate with a variety of objectives, which can be broadly categorized into economic, social, and personal goals. These objectives guide the decision-making processes and strategic direction of the organization. Clearly discuss ways that manufacturers can support the economic objective. **(15 marks)**

QUESTION SIX

- a) A sole proprietorship is a type of business structure owned and operated by a single individual. It is the simplest and most common form of business organization. Enumerate five benefits sole proprietorship. **(10 marks)**
- b) Discuss the some of the barriers to effective communication. **(5 marks)**