



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2017/2018

DIGITAL SCHOOL OF VIRTUAL AND OPEN LEARNING

**SECOND SEMENSTER EXAMINATION FOR THE DEGREE OF
MASTER OF**

BUSINESS ADMINISTRATION

BBA 400: BUSINESS POLICIES AND DECISIONS

DATE: SATURDAY, 23RD JUNE 2018 TIME: 4.30P.M-6.30P.M.

INSTRUCTION

Answer Question ONE and any other TWO

1. (a) Explain the challenges encountered when making the long term plans for large organization. (10 marks)
 - (b) Business Policies framework is a very important tool when making policy decisions. Discuss (10 marks)
 - (c) Highlight the importance of making effective policy decisions (10 marks)
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2. (a) Ethical Behavior for all stakeholders in an organization survival. Discuss (10 marks)

(b) Evaluation of policy implementation helps to achieve certain objectives. Highlight these objectives. (10 marks)

3. (a) define the term external environment appraisal and explain the importance of undertaking this appraisal (10 marks)

(b) What challenges would you expect to encounter when formulating business policies (10 marks)

4. (a) Discuss any 5 criterion used to evaluate policy performance (10 marks)

(b) List and briefly explain the various constraints encountered in the process of choosing organization portfolio. (10 marks)