INFORMATION & INSTRUCTIONS:

DURATION: THREE (3) HOURS
TOTAL MARKS: 100

INTERNAL EXAMINER: MR SS SONI
EXTERNAL EXAMINER: DR CR HUNTER

NB:
STUDENTS ARE REQUESTED IN THEIR OWN INTERESTS TO WRITE LEGIBLY AND IN INK.

- ANSWER FOUR (4) QUESTIONS ONLY
- EACH QUESTION CARRIES EQUAL MARKS

THIS EXAMINATION PAPER CONSISTS OF 2 PAGES. PLEASE ENSURE THAT YOU HAVE THEM ALL.
QUESTION 1

Discuss the most common sources of unethical behaviour in business. Use examples to illustrate your answer.

QUESTION 2

Discuss the different ways in which an organization can get involved in international trade. For an organization producing African jewellery, explain the different ways in which it can get involved in international trade.

QUESTION 3

Discuss the different areas of management (e.g. marketing) that need to be addressed in a business such as a supermarket located in a busy area. Support your answer with examples.

QUESTION 4

Briefly discuss the management functions that need to be addressed in an organization such as a University. Use examples to illustrate your answer.

QUESTION 5

Explain the concept of a marketing mix. For a product of your choice, explain the important issues that you would consider in designing the marketing mix.

QUESTION 6

Discuss the issues of people and the activities of business with reference to an organization such as a supermarket.