

UNIVERSITY OF SWAZILAND

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS ADMINISTRATION

MAIN EXAMINATION 2014

I.D.E.

TITLE OF PAPER : BUSINESS ENVIRONMENT
COURSE : BA111
DEGREE AND YEAR : BCOM1
TIME ALLOWED : THREE (3) HOURS

INSTRUCTIONS:

- 1. THIS PAPER CONSISTS OF SECTIONS (A) AND (B)**
- 2. SECTION (A) IS COMPULSORY**
- 3. ANSWER ANY THREE (3) QUESTIONS FROM SECTION B**

**NOTE: MARKS WILL BE AWARDED FOR GOOD
COMMUNICATION IN ENGLISH AND FOR ORDERLY
PRESENTATION**

**THIS EXAMINATION PAPER SHOULD NOT BE OPENED UNTIL
INVIGILATOR HAS GRANTED PERMISSION**

SECTION A [COMPULSORY]**READ THE FOLLOWING LETTER AND ANSWER THE QUESTIONS BELOW****TONY'S FAST FOODS**

Tony's Fast Foods is a small fast-food outlet in Bellville, one of Cape Town's northern suburbs. It is located in an area that has a number of small factories and factory shops for clothes, computers, shoes and building products. From the outside it does not look like much. Squeezed between two small factories, it has a simple sign 'Tony's Fast Foods' with the Coca-Cola logo next to it. There is also not a lot of parking available in front of the business, with the closest parking lot being 100 metres away.

When you enter Tony's you are pleasantly surprised. The staff members are friendly and helpful, there is a wide range of food available, there are neat tables and chairs to sit at, and it is spotlessly clean. The food on offer ranges from fish and chips to lasagne, but the best part is that the food is freshly prepared, well presented and reasonably priced. There are also newspapers, sweets, cigarettes and cool drinks for sale. One shortcoming is that the variety of sweets and chocolates is limited and the newspapers are either tabloids or are in Afrikaans.

Even with the limited parking and unattractive exterior there are streams of customers who come and buy food, many of them sitting at the tables in the serving area. Other than might be expected, these customers don't just include employees from the businesses in those vicinity, but people appear to travel a fair distance to come and buy food here. Tony even has customers from the exclusive golfing school located over two kilometres away. Tony's Fast Foods has all these customers despite the fact that a restaurant belonging to a major franchise is located in the building across the road.

The key to success of the business appears to be the fact that Tony Duarte, the owner, follows a 'hands-on' approach to management. He is there majority of the time, and he is friendly and helpful. He supports his staff, guiding them and giving them encouragement. He continually observes his customers' needs and responds to these.

QUESTION 1

- a) What elements of the internal environment have a direct impact on Tony's Fast Foods. (20 MARKS)
- b) What is the difference between an opportunity and a threat? Discuss using Tony's Fast Foods. (20 MARKS)

SECTION B

ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION

QUESTION 2

Discuss the different approaches companies can use to deal with natural environment challenges. **(20 MARKS)**

QUESTION 3

Describe the characteristics and behaviors of someone you consider to be an ethical person. How could the types of decisions and actions this person engages in be encouraged in a workplace? **(20 MARKS)**

QUESTION 4

Discuss any four elements of the task environment and explain how each directly affects an organization of your choice. **(20 MARKS)**

QUESTION 5

Compare and contrast four types of organizational culture. **(20 MARKS)**