

**UNIVERSITY OF SWAZILAND**  
**INSTITUTE OF DISTANCE EDUCATION**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**FIRST SEMESTER EXAMINATION 2016**

**I.D.E.**

**TITLE OF PAPER : BUSINESS ENVIRONMENT**  
**COURSE : BA111**  
**DEGREE AND YEAR : BCOM II**  
**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 CASE AND ANSWER THE QUESTIONS BELOW****GOING GREEN – INFLUENCING SUSTAINABILITY AND PROFITABILITY**

In the last decade, sustainable business practise has become an important concept for business organisations.

`Project Green` is an initiative that was launched by kulula.com in 2007. A central aspect of the project is creating public awareness of the issues relating to carbon emissions. Kulula`s users are to play a part in making a difference. Since the launch of the initiative, Kulula has raised over one million rand, which will be spent planting indigenous trees and grass at schools and rural communities throughout South Africa in partnership with Food & Trees South Africa.

The Project Green initiative:

- Increases biodiversity and the natural ecosystem
- Creates work opportunities by offering jobs on tree- planting project
- Develops small-business opportunities
- Educates society on the importance of greener living and where to start.

Kulula`s new fleet of Boeing 737s are more fuel efficient (burning 26% less fuel) and less harmful to the environment than the old fleet of MD82s.

The airline industry is leaving a huge carbon footprint in the world`s atmosphere.

Kulula`s green initiative is a good example to illustrate what a business organisation can do to lessen the environmental harm it does, help the community and rejuvenate the natural environment. At the same time, the business organisation helps itself by creating a sustainable and profitable business environment in which to operate.

**QUESTION 1**

- a) Explain why it is important for companies to emulate the green initiative by Kulula. **(20 MARKS)**
- b) Kulula`s project green initiative shows the companies concern for ecological issues. Explain the concept of environment and sustainable development and then briefly discuss the principles of sustainable development. **(20 MARKS)**

## SECTION B

ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION

### QUESTION 2

Define the following terms, giving examples. 4 marks each correct answer.

(20 MARKS)

- a) Internal Stakeholders
- b) Environmental scanning
- c) Diversity
- d) Social Responsiveness
- e) Stress

### QUESTION 3

Explain why organizational culture is important to the organization and then discuss the elements of organizational culture.

(20 MARKS)

### QUESTION 4

Discuss the different ways managers can manage ethics in the organization.

(20 MARKS)

### QUESTION 5

Describe the common attributes of substance abuse in the workplace and then discuss ways that organizations can use to control substance abuse.

(20 MARKS)