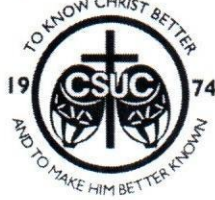


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**CHRISTIAN SERVICE UNIVERSITY COLLEGE  
KUMASI, GHANA**

**CSUC SCHOOL OF BUSINESS**

**DEPARTMENT OF MANAGEMENT AND GENERAL STUDIES**

**DEPARTMENT OF ACCOUNTING AND FINANCE**

**DEPARTMENT OF MARKETING, LOGISTICS AND CORPORATE  
STRATEGY**

**END OF FIRST SEMESTER EXAMINATIONS – 2021/2022 ACADEMIC YEAR**

**LEVEL 100**

**CSBG 129: INTRODUCTION TO BUSINESS ADMINISTRATION**

**JANUARY 2022**

**70 MARKS**

**TIME ALLOWED: 2 HOURS**

**GENERAL INSTRUCTIONS TO CANDIDATES:**

- This examination comprises **TWO SECTIONS – A and B.**
- Answer **THREE** questions from Section A.
- Answer **TWO** questions from Section B.
- Write your index number and your signature at the top of the question paper and on every page of the answer booklet used.

*Examiner: Nicholas K. Nti*

**SECTION A (30 MARKS)**

**Answer any THREE questions from this section. Each question carries 10 marks.**

1. a.) List and briefly explain the five-force model of Michael Porter.  
b.) List Maslow's Hierarchy of Need.
2. a.) Define management in your own words.  
b.) Explain management as an art.  
c.) Explain Management as a science.  
d.) List the four main elements of the United Nations Global Compact.
3. a.) List any six principles of Fayol.  
b.) Explain Theory X.  
c.) Explain Theory Y.
4. a.) List six factors in the general environment that can affect the performance of a business.  
b.) Explain the following terms:
  - i. Internal Business Environment
  - ii. General Business Environment
  - iii. Task Business Environment
5. a.) Explain Corporate Social Responsibility.  
b.) List and explain the elements of the Triple Bottom Model of CSR.

## SECTION B

Answer any TWO questions from this section. Each question carries 20 marks.

1. Read the following case “Grandma’s Kitchen and Restaurant” and develop SWOT Analysis for the restaurant.

### Grandma’s Kitchen and Restaurant

Mr. Kumson and his family have managed their family restaurant for the past twenty years. His grandfather handed “Grandma’s Kitchen and Restaurant” to him as the most trusted grandchild. The restaurant caters for both the middle and upper classes. It is situated in an exclusive subdivision in East Legon. Most of the customers are local and national government officials. The customers have developed trust in Mr. Kumson for a long time. The restaurant is well known for its Ghanaian and African Cuisines, and the best customer service. Grandma’s Kitchen and Restaurant boasts of selling healthy food and the majority of its customers are baby boomer politicians. For the past years, the restaurant has failed to attract politicians from Generation X because it is a known secret that its menu is very expensive.

The results of the just-ended election in Ghana showed that 80% of the politicians who won at the local and national levels belong to the Generation X group. This group of politicians prefers a simple lifestyle, less expensive food, and convenience. One common thing Generation X shares with baby boomers is healthy eating. They are very conscious of their health and most prefer Ghanaian and other African Cuisines.

- I. List three strengths of Grandma’s Kitchen and Restaurant.
- II. List two weaknesses of Grandma’s Kitchen and Restaurant.
- III. List two opportunities of Grandma’s Kitchen and Restaurant.
- IV. List two threats of Grandma’s Kitchen and Restaurant.



2. Read the case “**Toyota: Innovative Way**” and answer the question that follows.

Toyota Motor Corporation, an automotive powerhouse, is the most profitable automaker in the world. Known for award-winning reliability and quality, Toyota leads the industry in manufacturing and customer service. At a time when GM and Ford are closing plants, Toyota plans to open six more plants in the next few years. Toyota is also a leader and innovator in hybrid technology. Toyota offers six Toyota and Lexus hybrid vehicles in the United States, where it has sold more than 500,000 hybrids, surpassing the rest of the industry combined. What makes this company so successful? For Toyota, the answer is a strong corporate culture based on “The Toyota Way.” A popular story of Toyota’s founder Kiichiro Toyoda demonstrates his commitment to the culture during the early days of the company’s history. Toyoda visited a plant and found a worker scratching his head and muttering about how his grinding machine would not run. Toyoda rolled up his sleeves and thrust his hands into the machine’s oil pan. He came up with two handfuls of sludge and threw them to the floor. “How can you expect to do your job without getting your hands dirty,” he exclaimed. This was the origin of one of the key elements of Toyota’s culture: *genchi genbutsu*, meaning “go and see.” To Toyota employees, this means go and seek out facts and information that help you make good decisions—even if it means rolling up your sleeves and getting dirty.

A. Identify ten strengths of Toyota Motor Corporation based on the case

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3. Read the following interview and answer questions A and B.

**Obaapa Company Limited's C.E.O said,** "Every year, my company spends 1 million Ghana Cedis to support malaria research as part of our corporate social responsibility."

**The Journalist said,** "But the point is that your company, Obaapa Company Limited still buys raw materials from Z&Z Company Limited which has been accused of exploiting child labor in Ghana."

**Obaapa Company Limited's C.E.O responded,** "We have many suppliers, and I can assure you that our company has never engaged children in any of our facilities."

**The Journalist asked,** "But why do you still buy raw materials from Z&Z Company Limited? Do you condemn the use of children as labourers in Z&Z company?"

**Obaapa Company Limited's C.E.O responded,** "I am responsible for my company policies. We do not interfere in the internal matters of other companies, so I cannot comment on that."

**The Journalist asked,** "Do you condemn their act?"

**Obaapa Company Limited's C.E.O replied,** "Thank you for your time."

A. Explain why you do not agree with Obaapa's policy that the company does not comment on the internal affairs of its suppliers? Cite one of the principles of the United Nations Global Compact to support your answer.

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- B. Using the Stockholder Model advocated by Milton Friedman, explain why the management of Obaapa Company Limited spending 1 million Ghana Cedis to support malaria research every year is depriving its shareholders of their dividends.
4. State the ten (10) principles of the United Nations Global Compact.

**GOOD LUCK!**