

**THE NATIONAL UNIVERSITY OF LESOTHO
INSTITUTE OF EXTRA-MURAL STUDIES
DEPARTMENT OF BUSINESS AND MANAGEMENT DEVELOPMENT
BACHELOR OF ARTS IN BUSINESS AND MANAGEMENT
BBE4301 – BUSINESS ORGANIZATION AND CONTROL**

JANUARY 2023

TIME: 3 HOURS

Marks: 100

INSTRUCTIONS: *Answer any FOUR (4) questions of your choice*

QUESTION ONE

Business environment is getting more and more turbulent. Justify with relevant examples how business environment factors can influence your business and briefly indicate its importance (business environment). **[25 marks]**

QUESTION TWO

Narrate the role of Public Relations in a business organization and show both the positive storytelling side as well as the negative damage control side **[25 marks]**

QUESTION THREE

Technology is lifeblood of any big business and some big businesses have perished in the past for failing to adapt to changing technology and customer needs. Describe key benefits of technology in business. **[25 marks]**

QUESTION FOUR

Draw the organisational structure of any institution of your choice and broadly discuss the control measures of your choice, mainly to upscale the highest level of service delivery for the good of Basotho. **[25 marks]**

QUESTION FIVE

Analyse the work of a business administrator and enlighten why records and information management is critical in the survival and growth of an enterprise. Give life example of any business of your choice **[25 marks]**

QUESTION SIX

“No business is risk free.” In the light of this statement explain the concept of business risks and its causes, and indicate what strategies you can employ to mitigate the negative impact to your business **[25 marks]**