

Instructions: Answer all questions.

Questions

100 Marks

1. Describe TWO (2) advantages and TWO (2) disadvantages of globalization for a country's economy. Include appropriate examples to support your points.
(20 Marks)
2. Explain FIVE (5) methods for extending a product life cycle.
(20 Marks)
3. Discuss FIVE (5) major functional areas in a business enterprise.
(20 Marks)
4.
 - a) What is the definition of Marketing?
(4 Marks)
 - b) Describe the nature of personal selling and the role of the sales force with examples.
(16 Marks)
5. There are seven functional areas in HRM. All HR functions are interrelated and each function plays an important role to facilitate the process of managing HRs in organizations. Briefly describe THREE (3) HR functions by giving an appropriate example.
(20 Marks)

END OF QUESTION PAPER