KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2010/2011

SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE (AGRICULTURAL MANAGEMENT AND TRADE)

KBT 205: BUSINESS ETHICS AND PSYCHOLOGY

DATE: WEDNESDAY, 30TH MARCH 2011 TIME: 8.00 A.M – 10.00 A.M

INSTRUCTIONS

Answer Question ONE and any other TWO questions

1. a) Discuss why ethical systems and ethical practices is such an important part of food production and distribution. [10 marks]

   b) Define the terms i) Psychology

   ii) Ethics [5 marks]

   c) *"There is growing belief that ethical and 'green' businesses and especially agribusiness are linked to improve business performance"* (Nellis & Parker 2002). Discuss [5 marks]

   d) Discuss Peter Schumpeter's view of who an entrepreneur is. [5 marks]

   e) List five psychological theories that relates to agribusiness [5 marks]

   f) Distinguish between the entrepreneurial venture and the small business [5 marks]

   g) Discuss moral values that a trader dealing with production and supply of maize should posses. [5 marks]

2. a) Discuss the concept ' ethical sourcing' in respect to trade of agriculture produce. [5 marks]

   b) Discuss how ethical trade is being applied to smallholder of tea and coffee in Africa by Western Multinationals. [10 marks]

3. Discuss different theories **regarding the** psychological traits of an entrepreneur. [15 marks]

4. Identify and describe different Moral Theories relevant to Agribusinesses. [15 marks]