



KENYATTA UNIVERSITY
UNIVERSITY EXAMINATIONS 2017/2018

DIGITAL SCHOOL OF VIRTUAL AND OPEN LEARNING

**FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF
COMMERCE**

BHM 114: BUSINESS ETHICS

DATE: MONDAY 18TH DECEMBER 2017

TIME: 2.00 P.M. - 4.00 P.M.

INSTRUCTIONS: Answer Question ONE and any other two.

QUESTION ONE

- (a) Explain how the following considerations affect decision making in business.
- | | |
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| (i) Competition | (5 marks) |
| (ii) Marketing | (5 marks) |
| (iii) Employment | (5 marks) |
| (iv) Advertising | (5 marks) |
- Total = 20 marks
- b) Identify 5 sources of values that may act as principle standard for decision making in a business. (10 marks)

QUESTION TWO

- (a) Explain 5 corporate social responsibility issues in an organization. (10 marks)
- (b) Explain 5 consequences of violating business ethics. (10 marks)

QUESTION THREE

- (a) Strong leaders are known by their qualities. Discuss this statement using 5 qualities. (10 marks)
- (b) Identify 5 stakeholders in a business. (10 marks)

QUESTION FOUR

Discuss the ethical issues in international business. (20 marks)
