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**JOMO KENYATTA UNIVERSITY**

**OF**

**AGRICULTURE AND TECHNOLOGY**

 **UNIVERSITY EXAMINATIONS 2014/2015**

**YEAR IV SEMESTER I EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS INFORMATION TECHNOLOGY**

**BBT 2217: BUSINESS ETHICS**

**DATE: AUGUST 2015 TIME: 2 HOURS**

**INSTRUCTIONS: ANSWER QUESTION ONE AND ANY OTHER TWO**

**QUESTION ONE**

1. Many organizations spend much money on advertisements. Explain any FIVE ways in which these organizations may benefit. [10 marks]
2. Professionals are required to be competent either technically or non-technically. Explain any THREE non-technical competencies of a professional. [6 marks]
3. Explain any TWO reasons why children should not be exposed to too much advertisements. [4 marks]
4. Ben is the Human Resource Manager of Bidii Capital Services Limited. One of his main duties is to ensure that ethics policies are effect. Give FIVE specific examples that may indicate there is conflict of interest at Bidii Capital Services Limited. [10 marks]

**QUESTION TWO**

For any business to be started and flourish, there should be a research on its viability and the related issues. Discuss ethical reasons that guide research in business. [20 marks]

**QUESTION THREE**

1. Comment on the probable behaviour of professionally competent business information technology professionals. [10 marks]
2. Briefly discuss the rules governing commercial software licencing. [10 marks]

**QUESTION FOUR**

Discuss any FIVE types of publicity and highlight on ethical issues they raise on business transactions. [20 marks]

**QUESTION FIVE**

1. Explain code of conduct of a good practice for computer professionals. [10 marks]
2. Briefly explain the element of unethical advertising. [10 marks]