

**MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**P.O. Box 972-60200 – Meru-Kenya.**

**Tel: 020-2069349, 061-2309217. 064-30320 Cell phone: +254 712524293, +254 789151411**

**Fax: 064-30321**

**Website:** [**www.must.ac.ke**](http://www.must.ac.ke) **Email:** [**info@must.ac.ke**](mailto:info@must.ac.ke)

**University Examinations 2015/2016**

FOURTH YEAR, SECOND SEMESTER EXAMINATION FOR THE DEGREEOF BACHELOR OF COMMERCE

**BFB3473: BUSINESS AND SOCIAL ETHICS**

**DATE: NOVEMBER 2015 TIME: 2HOURS**

**INSTRUCTIONS:** *Answer question* ***one*** *and any other* ***two*** *questions*

**QUESTION ONE ((30 MARKS)**

1. Differentiate and explain the term Normative ethics (10 Marks)
2. Explain the role of consumerism in business ethics (10 Marks)
3. Discuss the relevance of code of ethics in multinational firms. (10 Marks)

**QUESTION TWO (20 MARKS)**

1. Discuss utilitarianism theory of ethics (10 Marks)
2. Explain reasons and factors that fuel unethical behaviour in organizations (10 Marks)

**QUESTION THREE (20 MARKS)**

1. Giving examples, Discuss role of corporate social responsibility in business ethics (20 Marks)

**QUESTION FOUR (20 MARKS)**

1. As a manager of a medium oral care product company, explain how you would enhance business ethics. (10 Marks)
2. Discuss the impact of communication technology, on business and social ethics. (10 Marks)

**QUESTION FIVE (20 MARKS)**

1. Explain sources of authority in value judgement (10 Marks)
2. Explain classification of ethical issues in business (10 Marks)