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**GARISSA UNIVERSITY**

**UNIVERSITY EXAMINATION 2017/2018 ACADEMIC YEAR FOUR**

**THIRD SEMESTER EXAMINATION**

**SCHOOL OF BUSINESS AND ECONOMICS**

**FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT**

**COURSE CODE: BBM 406**

**COURSE TITLE: BUSINESS VALUES AND ETHICS**

**EXAMINATION DURATION: 3 HOURS**

**DATE: 07/08/18 TIME: 09.00-12.00 PM**

**INSTRUCTION TO CANDIDATES**

* **The examination has SIX (6) questions**
* **Question ONE (1) is COMPULSORY**
* **Choose any other THREE (3) questions from the remaining FIVE (5) questions**
* **Use sketch diagrams to illustrate your answer whenever necessary**
* **Do not carry mobile phones or any other written materials in examination room**
* **Do not write on this paper**

**This paper consists of TWO (2) printed pages *please turn over***

**QUESTION ONE (COMPULSORY)**

1. Define business ethics. **[4 marks]**
2. Differentiate between business ethics and business values **[6 marks]**
3. Discuss the importance of ethics in business **[10 marks]**
4. State 5 ethical issues in production **[5 marks]**

**QUESTION TWO**

1. Explain with examples the major ethical issues in pricing **[8 marks]**
2. What steps can managers take to improve ethical behaviour in their Organizations **[7 marks]**

**QUESTION THREE**

1. Describe the concept of corporate social responsibility (CSR) **[3 marks]**
2. Discuss six (6) moral issues connected with market economy **[12 marks]**

**QUESTION FOUR**

1. Discuss with examples any **four** common Ethical issues faced in marketing  **[12 marks]**
2. Describe the value of truth in business **[3 marks]**

**QUESTION FIVE**

1. Describe the , principles of doubt effect **[5 marks]**
2. Explain the relationships and obligations of employers and employees **[10 marks]**

**QUESTION SIX**

1. Whistle blowing is ethical under five conditions. Discuss **[10 marks]**
2. Describe various employee rights at the work place [**5 marks]**