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**CHUKA**



**UNIVERSITY**

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**UNIVERSITY EXAMINATIONS  
RESIT/SPECIAL EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF COMMERCE**

**BCOM 405/403/BENS 404: BUSINESS ETHICS**

**STREAMS:**

**TIME: 2 HOURS**

**DAY/DATE: MONDAY 23/07/2018**

**8.30 A.M – 10.30 A.M**

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**INSTRUCTION:**

- **Answer any four questions**

**QUESTION ONE**

Explain clearly the practical application of business values in organizations under each of the following :

- (a) Physical values
- (b) Organizations values
- (c) Ethical values

[25marks]

**QUESTION TWO**

Explain the classical utilitarianism theory and its role to our Tharaka Nithi county.

[25marks]

**QUESTION THREE**

Discuss any three advertisements you can imagine that makes false claims or produces any false beliefs in consumer's minds.

[25marks]

**QUESTION FOUR**

Explain how National and cultural characteristics factors influencing our class decision making. [25marks]

**QUESTION FIVE**

Explain some unethical financial practices you may have experienced and the implication it has on business ethics. [25marks]

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