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GABA CAMPUS – ELDORET
MAIN EXAMINATION
SEPTEMBER – DECEMBER 2021 TRIMESTER
SCHOOL OF BUSINESS
MASTERS OF BUSINESS MANAGEMENT
DEPARTMENT OF MARKETING AND MANAGEMENT
CMM 610: CORPORATE GOVERNANCE & SOCIAL RESPONSIBILITY

Date: December 2021	Duration: 3 Hours
Instructions: Answer Question ONE and any other THREE Questions	

QUESTION ONE (30 Marks)

- a) Define CG and explain its application in corporations/organizations. **(6 Marks)**
- b) Explain the meaning of the term “stakeholder” providing examples of stakeholders in your answer. **(6 Marks)**
- c) Outline the benefits of corporate social responsibility (CSR) for companies. **(6 Marks)**
- d) Identify the sources of corporate governance with particular reference to the Kenyan situation. **(6 Marks)**
- e) What are the ethical issues that may exist in organization? **(6 Marks)**

QUESTION TWO

Define “Risk Management” in Corporate Governance and highlight some of the risks that managers must strive to manage for the welfare of corporations **(10 Marks)**

QUESTION THREE

Describe the 3-part system of Corporate Governance in corporations and expound on each of the three parts in as far as each is applicable in the corporate world

(10 Marks)

QUESTION FOUR

What are some of the important global trends in Corporate Governance?

(10 Marks)

QUESTION FIVE

Discuss the pyramid of CSR and explain how the pyramid is applicable in a leading Kenyan firm of your choice.

(10 Marks)

END