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GABA CAMPUS – ELDORET

MAIN EXAMINATION

JANUARY – APRIL 2023 TRIMESTER

SCHOOL OF BUSINESS

MASTER OF BUSINESS ADMINISTRATION

DEPARTMENT OF MARKETING AND MANAGEMENT

CMM 511: MANAGERIAL ETHICS

Date: April 2023	Duration: 3 Hours
Instructions: Answer Question ONE and any other THREE Questions	

Q1.

- Interrogate the contention, “The 21st Century business executives ought to emphasize ethical standards among the employees within the business premises”. **(10 Marks)**
- Illustrate how deontological ethical theory factors in managerial ethics **(10 Marks)**
- Describe the moral justification for engaging in community social responsibility by a business organization. **(10 Marks)**

Q2.

Discuss the ethical applicability of the stake holder theory to a retail business owner in an urban set up. **(20 Marks)**

Q3.

Analyze the moral role of business in the contemporary Kenyan society. **(20 Marks)**

Q4.

Evaluate with relevant examples the critical ethical principles that can build the character and the reputation of a business manager. **(20 Marks)**

Q5.

Explain the parameters forming the set-up of universal norms that are acceptable and applicable to the global business environment. **(20 Marks)**

END

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