



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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CITY CAMPUS

MAIN EXAMINATION

MAY - JULY 2013 TRIMESTER

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING AND MANAGEMENT

EVENING PROGRAMME

CMM 511: MANAGERIAL ETHICS

DATE: July 2013

DURATION: 2 Hours

INSTRUCTIONS: Answer ANY FOUR Questions

- Q1. Company X uses Tripple Bottom Line (TBL) to drive policies in all its activities.
- Critically examine its reasons for adopting TBL rather than the Bottom line.
 - Elaborate **three** key areas it uses to measure TBL.
- Q2. Draw a pyramid of corporate social Responsibility (CSR) and discuss with relevant examples the different levels it comprises.
- Q3. Discuss the import of managerial ethics on managing risks.
- Q4. Identify and evaluate any **five** steps central to protecting corporate intelligence.
- Q5. Refer to the WorldCom accounting fraud and the subsequent Sarbanes – Oxley Act of 2002 and suggest with good reasons **four** ethical ways to forestall conflicts of interest.
- Q6. a) Expound on the role of managers as company leaders.
- b) Identify and elaborate the central characteristics of ethical managers.

END