



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS  
2023/2024 ACADEMIC YEAR  
FOURTH YEAR FIRST SEMESTER**

**SCHOOL OF BUSINESS & ECONOMICS  
BACHELOR IN ENTREPRENEURSHIP**

**COURSE CODE: BSE 4109-1  
COURSE TITLE: BUSINESS SOCIAL  
RESPONSIBILITY VALUE AND ETHICS**

**DATE: 6/12/2023**

**TIME: 1430-1630 HRS**

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## **INSTRUCTIONS TO CANDIDATES**

Answer question **ONE** and any other **TWO** questions.

1. (a) When considering its social responsibilities to internal and external environment, a business enterprise must consider the interest of many stakeholders. Discuss. (10 mks)

(b) Explain some of the unethical practices that some retail firms may engage in while providing their products and services to the ultimate consumers. (10 mks).

2. (a) Discuss the importance of social responsibility of Maasai Mara University towards its surrounding community. (10 mks)

(b) Explain any five reasons for establishing professional standards in a business. (5 mks)

3. (a) Explain five challenges that face social entrepreneurs in developing countries. (5 mks).

(b) There are four main schools of thought in moral philosophy, offering different approaches to solving ethical dilemmas. Discuss. (10 mks)

4. (a) By citing examples of social entrepreneurs, explain the activities that they engage in in-order to create social change. (10 mks)

(b) Explain the role of trade associations in promoting business ethics. (5 mks).