



MURANG'A UNIVERSITY COLLEGE
(A Constituent College of Jomo Kenyatta University of Agriculture and Technology)
SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF LIBERAL STUDIES

END OF FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE (YEAR THREE)

MAIN EXAMINATION

UNIT CODE: HCOB 2507

UNIT TITLE: ENVIRONMENTAL ISSUES IN BUSINESS

DATE OF EXAM: DECEMBER 2015

TIME: 2 HOURS

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30mks)

a.) Briefly explain the following terms

- i.) Environmentalism [4mks]
- ii.) Business environments [4mks]
- iii.) Business social responsibility [4mks]

b.) Discuss the different methods that can be used to calculate the Triple Bottom Line (TBL) [10mks]

c.) Highlight FOUR advantages of using technology in a business [8mks]

QUESTION TWO (20mks)

You are an investor who wants to engage in socially responsible investing. Discuss the strategies that you would use to do so?

QUESTION THREE (20mks)

Discuss the environmental issues that are related to business

QUESTION FOUR (20mks)

You are invited to give a talk on measures that should be put in place in order to counteract the environmental damage caused by industries during the annual congress of industrialists. Write the speech that you would give.

QUESTION FIVE (20mks)

Explain the history of consumerism