

KISII UNIVERSITY

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

DIPLOMA IN BUSINESS ADMINISTRATION

COURSE CODE:DBAD 0116

COURSE TITLE:BUSINESS PHILOSOPHY

Question one

Read the excerpt bellow and answer the questions:

'Our business philosophy as Compassion Group of Companies is based on core principles of integrity, quality and good judgment. When those are applied in relationships with our staff, our customers, our vendors and our community the result is over 90 years of fun and success.

We seek aspire to have an Empowered Community for Sustainable Self-Reliance.

We are dedicated to breaking the cycle of poverty by providing access to education, clean water, and fostering self-reliance. We are committed to:

We believe in the transformative power of education and are committed to providing quality learning opportunities to children and communities in need.

We strive to ensure that every individual has access to clean and safe drinking water, promoting health and well-being.

We empower individuals and communities to become self-reliant by offering training, resources, and support for sustainable livelihoods.

Our organization is guided by compassion, dedication, and a deep commitment to social justice. We envision a world where poverty is replaced by self-reliance, where education and clean water are accessible to all, and where individuals and communities thrive in dignity and hope.

We believe that by addressing the fundamental needs of communities, we can break the cycle of poverty, improve health and well-being, and empower individuals to reach their full potential.

Our vision and mission statements encapsulate the core values and objectives of our organization, serving as a guiding force for our work in education, Safe and clean water provision, handwashing and sanitation, and agricultural projects.

That way, everyone is aligned around a guiding philosophy to serve employees, customers, and the broader community. We regularly recognise and appreciate the actions of our

employees on the basis of their Honesty, Morality, Customer Service, Reliability, Team Spirit, Positivity, and Motivation. '

- a) What is a Business Philosophy (2Mk)**
- b) Distinguish between vision and mission (2mk)**
- c) Identify the vision of Compassion Group (1mk)**
- d) Identify the mission statements of Compassion group (3mks)**
- e) Identify three key stakeholders of Compassion group(3mk)**
- f) Identify seven core values of Compassion group (7mk)**
- g) Briefly describe three branches of philosophy (12)**

Question two:

Utilitarianism is concerned with questions of morality and values. This is particularly relevant in the business world, where ethical considerations can often clash with the pursuit of profit. In view of this statement:

- a) Identify the difference between Morality and Law(8mk)**
- b) Using examples explain the importance of Corporate Social Responsibility (7)**

Question three:

Philosophers have long been concerned with questions of knowledge, truth, belief and justification. This is particularly relevant in business, where decisions must often be made based on limited information. Philosopher Thomas Kuhn emphasized the importance of paradigm shifts in scientific thought, where new ones replace old ways of thinking. This principle can be applied in business by encouraging companies to be open to new ideas and approaches.

- a) Highlight the contribution of Plato and Socrates to contemporary philosophical discourse.(8mks)**
- b) What are the key features of the Scientific Management theory of Management.(7mks)**

Question four:

Use examples to explain the following:

- a) inductive reasoning (5mk)**
- b) deductive reasoning(5mk)**
- c) Syllogism(5mk)**

Question five:

a) What is critical thinking (5mk)

b) Why is it important to have critical thinking skills in the 21st century (10mk)