



OFFICE OF THE DEPUTY PRINCIPAL
ACADEMICS, RESEARCH AND STUDENTS' AFFAIRS

UNIVERSITY EXAMINATIONS

2020 /2021 ACADEMIC YEAR

FOURTH YEAR FIRST SEMESTER REGULAR EXAMINATION
FOR THE DEGREE OF BACHELOR OF BUSINESS
MANAGEMENT

COURSE CODE: BBM 461

COURSE TITLE: BUSINESS ETHICS

DATE: 9TH MARCH, 2021

TIME: 2pm – 5pm

INSTRUCTION TO CANDIDATES

- SEE INSIDE

THIS PAPER CONSISTS OF 3 PRINTED PAGES

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REGULAR – MAIN EXAM
BBM 461: BUSINESS ETHICS

STREAM: BBM

DURATION: 3 Hours

INSTRUCTIONS TO CANDIDATES

- i. Answer Question **ONE** and any other **TWO** questions.
- ii. Do not write on the question paper.

SECTION A

QUESTION ONE

(30 MARKS)

(a) Ethics has often been misunderstood to be conforming to law. On the contrary, ethics is about voluntarily conforming to what is acceptable/desirable behaviour without the force of any legal/social obligation. Thus a set of professional standards, which emphasize principles of honesty and duty to the business and the general public would be considered business ethics.

- (i) Name any other three significant principles included in business ethics. **(3 marks)**
- (ii) Levels of business ethics have been identified based on the type of business and how their actions are evaluated. Describe any three levels of business ethics. **(3 marks)**

(b) Explain any five determinants of business ethics **(10 marks)**

(c) Describe any four elements of business ethics. **(8 marks)**

(d) State any six reasons why business ethics is important **(6 marks)**

Handwritten notes:
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QUESTION TWO

(20 MARKS)

(a) Using the framework of ethics and the law, discuss the following operations possibilities a business may adopt.

- (i) Ethical and legal **(3 marks)**
- (ii) Ethical and illegal **(3 marks)**

(b) (i) State any four sources of unethical behaviour in an organization. **(4 marks)**

(ii) Discuss any five principles and guidelines of business ethical conduct. **(10 marks)**

Handwritten notes:
- Hon
- Integrity
- Justice
- Fairness
- Honesty
- Responsibility
- Transparency
- Accountability
- Confidentiality
- Privacy
- Security
- Sustainability
- Innovation
- Collaboration
- Respect
- Empathy
- Compassion
- Integrity
- Honesty
- Fairness
- Responsibility
- Transparency
- Accountability
- Confidentiality
- Privacy
- Security
- Sustainability
- Innovation
- Collaboration
- Respect
- Empathy
- Compassion

QUESTION THREE

(20 MARKS)

When debating ethical issues, controversies have been generated, which in some way has uncovered underlying moral principles that shape convictions on one side or another of the same issue.

- (a) State any three common types of misconduct by employees within an organization **(3 marks)**
- (b) Discuss the following theories of ethics
 - (i) Utilitarianism **(3 marks)**
 - (ii) Deontology **(3 marks)**
 - (iii) Virtue ethics **(3 marks)**
- (c) Discuss any four benefits of ethics management in an organization **(8 marks)**

*reputations
good public im.
long term
attract costs employees*

QUESTION FOUR

(20 MARKS)

Marc Benioff, Chairman and Co-CEO, Salesforce.com asserts that, "The business of business is improving the state of the world through Corporate Social Responsibility programs." Other scholars argue otherwise.

- (a) (i) Discuss the differing views of Corporate Social Responsibility. **(4 marks)**
- (ii) It is common for organizations undertaking CSR to engage in unethical techniques popularly known as "greenwashing". Discuss any four types of greenwashing. **(8 marks)**
- (b) Explain any four driving forces in firms that influence organization's engagement in Corporate Social Responsibility. **(8 marks)**

QUESTION FIVE

(20 MARKS)

- (a) Actually, there are many different criteria one could apply in order to determine what's just or unjust in the distribution of goods and services. Discuss any four dimensions decisions may be based on to eliminate unethical issues arising. **(8 marks)**
- (b) Discuss any four main features of an ethical workplace **(8 marks)**
- (c) Multinational firms try to model values that help address ethical issues uniquely. These values are shared with employees and used to maintain acceptable ethical standards. Briefly explain the Coca Cola's Five Ps expression of their values. **(6 marks)**
