

KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

**2019/2020 ACADEMIC YEAR
FOURTH YEAR SECOND SEMESTER
PART TIME MAIN EXAMINATION**

**FOR THE DEGREE OF BACHELOR OF EDUCATION
COURSE CODE: BBM 420
COURSE TITLE: BUSINESS ETHICS**

DATE: 12/11/2020

TIME: 9.00 – 11.00AM

INSTRUCTION TO CANDIDATES

- 1) The paper contains **FIVE** questions
- 2) Attempt **THREE** questions
- 3) Question **ONE** is Compulsory

TIME: 2 Hours

KIBU observes ZERO tolerance to examination cheating

Question 1 (Compulsory) and any other TWO (2) questions

QUESTION 1: (30 MARKS)

A CASE STUDY: Cyberbullying: Who's to Blame and What Can Be Done?

Source: Clabough, Raven. (May 4, 2010). "Anti-Bullying Legislation in Massachusetts." New American.

What Is Cyberbullying?

Cyberbullying is a unique form of bullying that continues in spite of the dire consequences that can and do occur. Cyberbullying has gained significant media attention and countless incidents of bullying continue to occur. Although many cases are reported in the news, probably as many if not more go unreported. Because of the news attention, the phenomenon generated an antibullying movement in 2010. Bullying has been defined as something that one repeatedly does or says to gain power over another person. Unlike traditional bullying, cyberbullying eliminates the need for physical contact with others in order to make them feel inferior. Cyberbullying is "when a child, preteen or teen is tormented, threatened, harassed, humiliated, embarrassed or otherwise targeted by another child, preteen or teen using the Internet, interactive and digital technologies or mobile phones. Technology as an avenue for intimidation is a hot-button issue for school systems and parents alike. This is uncharted territory, and legislation does not always provide guidance and structure. The reality is that bullying makes a significantly negative impact on the lives of today's youth. Cyberbullying directly impacts self-esteem and can, and has, led to suicide among its adolescent victims. Schools, parents, and peers must identify and intervene in cases of cyber bullying. Increased awareness and education about cyber bullying and its consequences can help create a safer online community. Individuals should be held morally responsible for the consequences of their actions online. **Required:**

- a. i. Have you or someone you know ever been involved in cyberbullying, as a bully or victim? (5 marks)
- ii. If so, what are the feelings and effects associated with cyberbullying in the situations with which you are familiar? (5 marks)
- b. i. What are the issues with cyberbullying? Explain. (5 marks)
- ii. Who are the stakeholders in cyberbullying cases and what are the stakes for them? (5 marks)
- c. i. Who is ethically responsible for the rise and continuance of cyberbullying? (2 marks)
- ii. Should social-networking sites be censored in an effort to stop cyberbullying? Explain. (4 marks)
- iii. Is it legal and ethical to censor social-networking sites to stop cyberbullying? Explain. (4 marks)

- Q2 a) Explain how a Stakeholder Management Approach would help a Bachelor of Education graduate plan and or solve a Business ethical issue in his or her school where he or she is in-charge. (10 marks)
- b) i) Why is the 'right to due process' the most critical right of a student in a school where you are employed as the head teacher? (5 marks)
- ii) Is Institution's school fees-fixing ethical or unethical? Defend your answer (5 marks)
- Q3 a) Identify specific environmental influences that learning institutions must address to survive and be competitive in the business world (10 marks)
- b) Mr Nandasaba a Bachelor of Education graduate from Kibabi University wants to set up a private primary education school business. Advice Mr. Nandasaba on FIVE basic principles of a good business ethics that can guide him in his intended business idea. (10 marks)
- Q4 a) Business have many of the resources needed in solving society's problems and they should use them to do so. What are the reasons for business such as schools in supporting their Corporate Social Responsibilities in a Competency Based Curriculum (CBC) education system? (10 marks)
- b) In an ethical Institution such as schools; whistle blowers go beyond their normal duties of work and report wrong doings in the interest of the public good. What steps can school management use to encourage internal whistle blowing? (10 marks)
- Q5 a) Discuss FIVE ethical dilemmas faced by a Head teacher in an institution of learning. (10 marks)
- b) i. With specific references; explain how Pareto Optimality can be used in the analysis of ethical problems by School management. (2 marks)
- ii. Discuss when is the right time to review the institutions item pricing such as school fees? (8 marks)