

KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

MAIN EXAMINATION

2020/2021 ACADEMIC YEAR

FOURTH YEAR SECOND SEMESTER

**FOR THE DEGREE OF BACHELOR OF EDUCATION
(ARTS)**

COURSE CODE: BBM 420

COURSE TITLE: BUSINESS ETHICS

DATE: 15/10/2021

TIME: 9.00 – 11.00AM

INSTRUCTIONS TO CANDIDATES

- 1) Answer Question **ONE**(Compulsory) and **ANY OTHER TWO** Questions
 - 2) Candidates must hand in their answer booklets to the invigilator while in the examination room
 - 3) Credit is given for legibility, clarity and use of relevant examples
 - 4) Question **ONE** is **30 marks** while Questions **2-5** carry **20 marks** each
 - 5) Clearly write your **Registration Number** on each answer sheet used
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TIME: 2 Hours

KIBU observes **ZERO** tolerance to examination cheating

QUESTIONS : SECTION A

QUESTION ONE

Read the case below and answer the questions that follow:

Kimberly Wesonga, newly graduated with a Bachelor's Degree in Business Administration (BA), was hired by a firm based in the Egypt. With minimal training, she was sent to join a company partner to negotiate with a high- ranking Nigerian government official. The partner informed Sharon that he would introduce her to the government contact and then leave her to "get the job done." Her assignment was to "do whatever it takes to win the contract: it's worth millions to us." The contract would enable Kimberly's firm to select and manage technology companies that would install a multimillion- dollar computer system for that government. While in the country, Sharon was told by the official that Kimberly's firm had "an excellent chance of getting the contract" if the official's nephew, who owned and operated a computer company in that country, could be assured "a good piece of the action." On two different occasions, while discussing details, the official attempted unwelcome advances toward Kimberly. He backed off both times when he observed her subtle negative responses. Kimberly was told that "the deal" would remain a confidential matter and the official closed by saying, "That's how we do business here; take it or leave it." Kimberly was frustrated about the terms of the deal and about the advances toward her. She called her superior in Cairo and urged him not to accept these conditions because of the questionable arrangements and also because of the disrespect shown toward her, which she said reflected on the company as well. Her supervisor responded, "Take the deal! And don't let your emotions get involved. You're in another culture. Go with the flow. Accept the offer and get the contract groundwork started. Use your best judgment on how to handle the details." Kimberly couldn't sleep that night. She now had doubts about her supervisor's and the government administrator's ethics. She felt that she had conflicting priorities. This was her first job and a significant opportunity. At the same time, she had to live with herself.

- (a) Identify the TWO ethical dilemmas exhibited in this story **(2mks)**
- (b) Explain how you would resolve the dilemmas at the four levels of ethical reasoning and moral decision making **(8mks)**
- (c) Explain how Kimberly can apply the following ethical philosophies in her decision making
 - i) Utilitarianism **(5mks)**
 - ii) Ethical egoism **(5mks)**
- (d) If Kimberly decides to whistle blow, Give TEN reasons that may justify her action **(10mks)**

QUESTIONS : SECTION B

QUESTION TWO

- (a) Explain the concept of green marketing in relation to environmental ethics **(6mks)**
- (b) Michael has just graduated from the university and he intends to run a beverage producing company. Advise him on the ethical issues to observe in the production process **(14mks)**

QUESTION THREE

- a) As the principal of XYZ High School, elaborate on TEN ways of instilling ethical standards in your school **(10mks)**
- b) Discuss the ethical implication of the use of video surveillance in the workplace by employers **(10mks)**

QUESTION FOUR

- a) A large company has invited you to join in a discussion with their legal and human resource officers about integrating ethics into and between their departments. Outline what you would contribute **(10mks)**
- b) Evidence shows that social responsibility is associated with improved business performance. Discuss **(10mks)**

QUESTION FIVE

- (a) Differentiate between the following ethical orientations: Immoral, Amoral, and Moral management **(5mks)**
- (b) Discuss affirmative action in relation to: Principle of justice, Utilitarian principle and Rights principle **(15mks)**