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KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

2021/2022 ACADEMIC YEAR FOURTH YEAR SECOND SEMESTER MAIN EXAMINATION

FOR THE DEGREE OF BACHELOR OF COMMERCE

COURSE CODE: BCO 421

COURSE TITLE: BUSINESS ETHICS

DATE: 25/05/2022

TIME: 2.00 – 4.00PM

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 ONE (COMPULSORY)

- a). As a Business Ethics specialist, explain any three reasons why it is important to be objective when handling delicate matters in an organization. (8 marks)
- b). Using an illustration, describe the five ways in which ethics influences business activities. (10 Marks)
- c). Discuss any three roles of advertising to an organization. (6 marks)
- d). Information Technology (IT) is a fast growing sector in Kenya. Comment on any three specific professional responsibilities of an information Technology (IT) consultant. (6 marks)

QUESTION TWO

- a) Explain the causes and dangers of conflict of interest in an organization. (8 marks)
- b) Personal factors play a significant role in influencing ethical behaviour in organizations. Identify and explain these factors. (6 marks)
- c) Sexual harassment to a person creates hostile work environment to the person. Explain the factors that could be deemed as sexual harassment. (6 marks)

QUESTION THREE

- a) *Identify specific environmental influences that organizations must address to survive and be competitive in the business world* (10 marks)
- b) *Discuss how organizations ethically accomplish their goals and mission to maximize on profits.* (10 marks)

QUESTION FOUR

- a) i. What are the benefits of using the stakeholder management approach in ethical decision making of an organization? (4 marks)
- ii. In an ethical organization; whistle blowers go beyond their normal duties of work and report wrong doings in the interest of the public good. What steps can management use to encourage internal whistle blowing? (6 marks)
- b) Identify and discuss how ethical dilemmas are sufficient tool that helps managers and employees in making right decisions in organization. (10 marks)

QUESTION FIVE

- a) i. What do you understand by the concept of Corporate Social Responsibility? (2 marks)
- ii. Briefly explain four consumer's rights in business context. (8 marks)
- b) As a specialist in Business Ethics, advise the management of your organisation when is the right time to review item pricing of your products. (10 marks)