



PAN AFRICA CHRISTIAN UNIVERSITY

BACHELOR OF COMMERCE/BUSINESS LEADERSHIP

BACHELOR OF BUSINESS INFORMATION TECHNOLOGY

END OF TERM EXAMINATION (MAY-JULY 2016)

CAMPUS: VALLEY ROAD

DEPARTMENT: BUSINESS

COURSE CODE: BUS3123|BCM210|BIT312

COURSE TITLE: BUSINESS ETHICS

EXAM DATE: .FRIDAY 5th, AUGUST 2016

TIME: 5.30PM-8.30PM

INSTRUCTIONS

- Read all questions carefully before attempting.
- Write your **student number** on the answer booklet provided.
- Answer Question **One** And Any Other **Four** Questions

QUESTION ONE (Compulsory)

- a) Define business ethics and explain five benefits of ethical culture to modern competitive companies **(10 Marks)**
- b) State and explain sources of ethical norms in a social set up **(10 Marks)**
- c) Discuss consequences of unethical behaviour in an organization **(10 Marks)**
- d) Explain consequences of unethical behavior in an organization **(10 Marks)**

QUESTION TWO

- a) Outline causes unethical behavior in an organization **(5 Marks)**
- b) Suggest ways in which managers can facilitate ethical behavior at the workplace **(10 Marks)**

Question Three

Briefly explain the following ethical theories as applicable in modern organizations:

- a) Utilitarianism theory **(3 Marks)**
- b) Egoism theory **(2 Marks)**
- c) Deontology theory **(5 Marks)**
- d) Relativism theory **(5 Marks)**

Question Four

- a) Outline ethical issues associated with marketing practices of modern companies **(5 Marks)**
- b) Suggest approaches organizations can adopt to overcome unethical issues in marketing of goods and services **(10 Marks)**

Question Five

- a) Code of ethics clearly articulates the expected behavior of employees in an organization. Briefly discuss its components. **(5 Marks)**
- b) Describe the process organizations should adopt when developing a code of ethics **(10 Marks)**

Question Six

- a) Enumerate five qualities of ethical managers or leaders in the modern organizations **(5 Marks)**
- b) Discuss ethical challenges experienced by firms in the changing business environments **(10 Marks)**