



BCM210|BUS3123: BUSINESS ETHICS

ONLINE CLASS

Instructions

- i) This exam paper contains SIX questions containing 10 marks each.**
- ii) Answer Question 1 (COMPULSORY) and any other THREE questions**
- iii) Read each question carefully before attempting.**

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QUESTION 1

Multiple Choice Questions (10 Marks).

1. A (n) _____ is a problem, situation, or opportunity requiring an individual, group, or organization to choose among several actions that must be evaluated as right or wrong.
 - A. Crisis
 - B. Ethical issue
 - C. Indictment
 - D. Fraud
2. A stakeholder orientation includes all of the following activities except:
 - A. Generating data about stakeholder groups
 - B. Assessing the firm's effects on stakeholder groups
 - C. Distributing stakeholder information throughout the firm
 - D. Minimizing the influence of stakeholder information on the firm
3. Most companies begin the process of establishing organizational ethics programs by developing:
 - A. Ethics training programs.
 - B. Codes of conduct.
 - C. Ethics enforcement mechanisms.
 - D. Ethics committee.

4. 7. Ethical issues about the economic, political, or legal aspects that a business operates under are referred to as _____ issues.
- A. Corporate
 - B. Individual
 - C. Governmental
 - D. Systemic
5. Which one of the features does not relate to 'Ethics in Marketing'?
- A. Black Market, grey market
 - B. Misleading Advertisement
 - C. Price Skimming
 - D. Carbon emission trading
6. Actions or policies should be evaluated on the basis of producing greater good in the society" is the fundamental of which moral theory?
- A. Utilitarian theory
 - B. Theory of justice
 - C. Ethics of care
 - D. Theory of rights
7. Set of ideas that constitute one's goals, expectations and actions is known as:
- A. Values
 - B. Beliefs
 - C. Ideology
 - D. Morals
8. If you believe in making decisions for the good of most people, you can be described as following which school of thought?
- A. Utilitarianism
 - B. Teleology
 - C. Deontology
 - D. Egoism
9. _____ are those individuals who raise ethical concerns or issues to others inside or outside the organization.
- A. Entrepreneur
 - B. Whistle blowers
 - C. Bloggers
 - D. Social impact management
10. An employee's response to a moral or ethical issue depends in part on
- A. The level of competition
 - B. What shift he or she is working.
 - C. Only his or her personal moral philosophy.
 - D. The structure and culture of the organization.

QUESTION 2

- a) Equity Group and MasterCard Foundation has over the years been helping needy bright student's access secondary education through the 'Wings to Fly' initiative. Discuss two reasons why you believe it's important for the two organizations to involve themselves in such noble initiatives
(4 Marks).
- b) AirBnB business continue has shaped Kenyan business landscape specifically in the hospitality industry. However, there has been a public outcry from the members of the society because of the recent number of young girls losing their lives in these AirBnB. As a Christian university student, explain three measures that are necessary to act as a guide to entrepreneurs within this businesses so as to reduce the number of incidences like death witnessed in these business premises
(6 Marks).

QUESTION 3

- a) Explain how going to heaven is a terminal value that shapes the behaviour of a Christian
(2 Marks).
- b) As a finance director in ABC Company, you have a mandate to ensure that finances are made available to all the departments for ease of operations. While executing your mandate, you are faced with a dilemma in the distribution and apportionment of financial resources because the resource is very scarce yet operations must continue. This scarcity has pushed the departmental heads to always have good relationship with you to ensure that their budgetary request go through. The situation is so dire that some opt to gift you so as to maintain a relationship. This behaviour can be seen as a bribe to a student who has gone through business ethics class. Describe four ways in which you will describe the gifts received as a finance director to be appropriate and not in any way a bribe (8 Marks).

QUESTION 4

- a) As a human resource manager in XYZ Company, you are confronted with several issues within organization ethics context. Briefly explain two areas of concern that you need to pay attention to so as to encourage ethical practices in XYZ company (4 Marks).
- b) A code of conduct is a set of rules outlining the responsibilities or the proper practices for an individual, party or organization. Discuss the process under which a code of ethics is developed (6 Marks).

QUESTION 5

- a) Describe two consequences of unethical behaviour in an organization (2 Marks).
- b) Religion plays a significant role in shaping and guiding the moral behaviour not only to the society but also to the business community. As a student of Pan Africa Christian University which is a religious institution of higher learning. Explain four areas that the university has helped shape your ethical moral behaviour that you would carry on to your future business or organization. (8 Marks).

QUESTION 6

- a) In search of a job, a lot of job seekers are engaging in various activities that are not ethical to the process. Explain two such activities (4 Marks).
- b) As a manager in a five star hotel, you have scheduled a meeting with employees to explain behaviours that borders ethics and employees needs to be aware of to avoid violation of ethical code of conduct. Discuss three such areas that you are likely to expound on (6 Marks).