



The Co-operative University of Kenya

END OF SEMESTER EXAMINATION AUGUST-2019

EXAMINATION FOR THE DIPLOMA IN AGRIBUSINESS MANAGEMENT
(YR II SEM II)

UNIT CODE: DBEC 2204

UNIT TITLE: BUSINESS ETHICS

DATE: 13TH AUGUST, 2019

TIME: 2:00 PM – 4:00 PM

INSTRUCTIONS:

- Answer question **ONE (compulsory)** and any other **TWO** questions

QUESTION ONE

- (a) As a manager of an agricultural firm, your employees have divergent views of instructions. You wonder what could cause them behave in this particular manner. Identify and explain five causative factors that may impair their behavior (10 Marks)
- (b) By use of relevant examples, explain the following:
- i. The doctrine of double effect (3 Marks)
 - ii. Virtue ethics (2 Marks)
 - iii. Customary law (3 Marks)
 - iv. Business ethics (2 Marks)
- (c) A code of conduct (CoC) is an important step in establishing an inclusive culture in the organization. Highlight five benefits of Business codes of conduct (5 Marks)
- (d) Describe five characteristics of human behavior (5 Marks)

QUESTION TWO

- (a) “Socially responsible organizations perform better in the market place than organizations that are not socially responsible”. Explain five benefits that may accrue to a firm that is socially responsible (10 Marks)
- (b) Identify any four cardinal virtues and hence explain the importance of each within a business organization (10 Marks)

QUESTION THREE

Ethics is a multidisciplinary concept. Explain the relationship between:

- (a) Ethics and Sociology (7 Marks)
- (b) Ethics and Ecology (7 Marks)
- (c) Ethics and History (6 Marks)

QUESTION FOUR

- (a) Even in the face of screaming ethical issues, it’s possible and frequently reasonable to make choices based on certain factors. Identify and explain five of these factors (10 Marks)
- (b) List and explain factors explaining the recent development and growth of business ethics as a coherent discipline (10 Marks)

QUESTION FIVE

- (a) Explain five commonly referenced duties that an individual employee have on others within the working environment (10 Marks)
- (b) Western civilization has had a negative influence on the traditional African moral value system. By use of relevant examples in each case, explain five areas of influence (10 Marks)



**COOPERATIVE UNIVERSITY OF KENYA
UNIVERSITY EXAMINATIONS JANUARY - MAY 2018
EXAMINATIONS FOR THE DEGREE OF COOPERATIVE BUSINESS
THIRD YEAR SEMESTER TWO**

HCOB 2502: BUSINESS AND SOCIAL ETHICS: MARKING GUIDE

QUESTION ONE (Compulsory)

a) *Using the natural law traditions in ethics:*

- Ending his life is a direct action against the value of life.
- The accountant is not guilty of any action that would cause him to forfeit his own right to life, so the principle of forfeiture does not apply.
- The use of that drug could be considered unavoidable.
- Natural-law theorists would accept the use of the principle of proportionality in this case.
- The good effect of relieving the pain cannot be achieved without death.
- The accountant's death is the direct means of achieving the release from pain, so the accountant's death is intended.
- No serious reason exists for administering the lethal drug, since relief from pain cannot justify directly killing an innocent person, an act that is actually murder.

Because the physician's action in administering a lethal drug to the accountant is a violation of a fundamental value and because the qualifying principles of forfeiture and double effect do not apply, the action is morally impermissible.

- b) By use of relevant examples, explain the following:
- i. **The doctrine of double effect:** no matter what is reasonably done, one or more innocent human beings may be harmed or even die in the process of resolving the dilemma.
 - ii. **Virtue ethics:** should be based on a theory of the virtues rather than on a theory of what one ought to do
 - iii. **Customary law:** traditional tenets acceptable by members of a particular society
 - iv. **Business ethics:** examines the ethical and moral principles and problems that arise in a business environment
- c) **Benefits of Business codes of conduct:**
1. Guides employees' ethical course of actions
 2. A code can help create a climate of integrity and excellence.
 3. Help the company communicate its expectations to stakeholders.
 4. Minimize subjective and inconsistent management standards.
 5. Help a company remain in compliance with complex government regulations.
 6. Build public trust and enhance business reputations.
 7. Enhance morale, employee pride, loyalty and the recruiting of outstanding employees.
 8. Strategic Decision-Making

d) Describe five characteristics of human behavior

Social rules and regulations/Language and understanding/Education and knowledge/ Adaptability/ Capacity to learn knowledge/ Drive (Aim)

QUESTION TWO

a) Benefits that may accrue to a firm that is socially responsible

Better Financial Performance/Reduce Operating Costs/ Brand Image and Reputation/ Increased Sales and Customer Loyalty/ Higher Productivity and Quality/ Attract and Retain Employees/ Reduced Regulatory Oversight/ Access to Capital

b) Cardinal virtues and their importance within a business organization:

Honesty/ Integrity/ Promise-Keeping & Trustworthiness/ Loyalty/ Fairness/ Concern For Others/ Respect For Others/ Law Abiding/ Commitment To Excellence/ Leadership/ Reputation And Morale/ Accountability

QUESTION THREE

Ethics is a multidisciplinary concept. Explain the relationship between:

- a) **Ethics and Sociology:** how man relates in the society and how acceptable the behavior is
- b) **Ethics and Ecology:** preservation of environment
- c) **Ethics and History :** how men resolve conflicts in the society

QUESTION FOUR

a) Factors determining human decisions:

The object chosen/ The Moral Object/ Intention/ Circumstances/ Indirect Voluntary Actions/
Responsibility/ Merit

b) Factors leading to development and growth of business ethics as a coherent discipline

Politics/ law/ consumer dynamism/ technology/ knowledge/ competition/

QUESTION FIVE

a) Duties that an individual employee has on others within the working environment

Avoid wronging others/ Honesty/ Respect/ Beneficence/ Gratitude/ Fidelity/ Reparation/ Fairness:

b) Areas of negative influence of Western civilization on traditional African moral value system.

Dressing/ feeding/ marriage/ preservation of artifacts