



The Co-operative University of Kenya

SUPPLEMENTARY / SPECIAL EXAMINATION AUGUST- 2019

EXAMINATION FOR THE DIPLOMA IN ENTREPRENEURSHIP

UNIT CODE: DMDE 1203

UNIT TITLE: BUSINESS ETHICS

DATE: 26TH AUGUST, 2019

TIME: 11:00 AM – 1:00 PM

INSTRUCTIONS:

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

QUESTION ONE

- a) Briefly explain the importance of corporate social responsibility to business, shareholders and consumers (10 marks)
- b) Discuss at least five characteristics of culture as learned in this course (10 marks)
- c) Consequentialism (or Teleological Ethics) argues that the morality of an action is contingent on the actions outcome or result. Thus, a morally right action is one that a good outcome or consequence. Discuss any five consequentialism theories of ethics (10 marks)

QUESTION TWO

- a) Explain the role of employees in ensuring that business act ethically in their day to day working (10 marks)
- b) Discuss effects of having large power distance and small power distance on leadership in organization (10 marks)

QUESTION THREE

- a) Explain the importance of organization culture as determinant of ethics. (10marks)
- b) Define morality of having large power distance and a small power distance on leadership in organization (10marks)

QUESTION FOUR

- a) Write short notes on the following concepts with relations to business ethics
 - i) Natural rights theory (3 marks)
 - ii) Reciprocity (3 marks)
 - iii) Ethical conflict (3marks)
 - iv) Codes of conduct (3marks)
 - v) Ethical Dilemma (3Marks)
- b) Since the object of moral philosophy is the person or moral agent and the act, thus it is important for us to understand who human person is, discuss the human person and the 2 main assumptions of ethics. (5marks)

QUESTION FIVE

- a) Explain the steps in social audit and various obstacles in implementing social audit (10 marks)
- b) Discuss the role of virtues in business and management, touching on the four cardinal virtues (10 marks)