



The Co-operative University of Kenya
END OF SEMESTER EXAMINATIONS AUGUST-2018

EXAMINATION FOR THE DIPLOMA IN BUSINESS ADMINISTRATION
(YR II SEM I)

UNIT CODE: DMDE 1203

UNIT TITLE: BUSINESS ETHICS

DATE: 22ND AUGUST, 2018

TIME: 9:00 AM – 11:00 AM

INSTRUCTIONS:

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

QUESTION ONE

- a) What are the major ethical issues that business faces today? Discuss any **FIVE** of them with suitable examples. (10 Marks)
- b) Discuss any **FOUR (4)** of Geert Hofstede dimensions of culture and how they affect leadership in organizations (10 Marks)
- c) What is corporate governance? And what are the **FOUR** main principles of good corporate governance (10 Marks)

QUESTION TWO

- a) Discuss at least **FIVE (5)** characteristics of culture as learned in this course (10 Marks)
- b) Consequentialism (or Teleological Ethics) argues that the morality of an action is contingent on the action's outcome or result. Thus, a morally right action is one that produces a good outcome or consequence. Discuss any **FIVE (5)** Consequentialism theories of ethics (10 Marks)

QUESTION THREE

- a) Explain any **FIVE** role of employees in ensuring that businesses act ethically in their day to day working (10 Marks)
- b) Define what a code of conduct is with relation to business ethics, then discuss any **FOUR** importance of having a code of conduct. (10 Marks)

QUESTION FOUR

- a) Write short notes on the following concept with relations to business ethics using examples
 - i. Moral luck. (2Marks)
 - ii. Ethical Gray Area. (2 Marks)
 - iii. Cognitive Dissonance. (3 Marks)
 - iv. Divine Command Theory (3Marks)
- b) Discuss in detail the importance for the growth of (CSR)corporate social responsibility (10 Marks)

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 (4)** cardinal virtues (10 Marks)