

CHUKA



UNIVERSITY

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EXAMINATION FOR THE AWARD OF DIPLOMA IN BUSINESS MANAGEMENT AND PROCUREMENT & LOGISTICS MANAGEMENT

DIBM 0218: BUSINESS ETHICS

STREAMS: DIBM,DPLM

TIME: 2 HOURS

DAY/DATE: MONDAY 4/12/2017

8.30A.M – 10.30 A.M

INSTRUCTIONS:

- **Answer question one and any other two**
- **Do not write on the question paper**

1. (a) Explain what is meant by the term ethical dilemma. [3marks]
(b) Distinguish between values and attitudes. [3marks]
(c) Discuss the theories involved in business ethics. [6marks]
(d) A whistle blower exposes any kind of information or activity that is deemed illegal, unethical or not correct within an organization. Highlight five circumstances that would justify whistle blowing in an organization. [5marks]
(e) Discuss the concept of business ethics and law. [5marks]
(f) Identify and explain four types of lobbying that business actors may adopt to influence decision making by government. [8marks]
2. (a) Discuss four advertising principles to be adopted by a marketer so as to avoid misleading consumers. [8marks]
(b) Accounting ethics is primarily a field of applied ethics therefore part of business ethics. Discuss the ethical issues surrounding accounting practices. [8marks]
(c) Identify four attributes of an ideal profession. [4marks]

3. (a) ‘Unethical behavior is a menace that a business manager cannot deal with however experienced he/she may be in management’, remarked a young manager after series of frustrations by his subordinates . Explain to him the guidelines he should consider useful in reducing unethical behavior in the newly incorporated organization. [10marks]
- (b) Explain the various tools employed in the process of identifying, implementing and managing business ethics. [10marks]
4. (a) Argue the case against corporate social responsibility. [7marks]
- (b) It is unethical for an employer to get involved into his/her employee private life. Discuss. [2marks]
- (c) Explain the effects of corruption in business. [5marks]
- (d) Professional misconduct is the failure of a licensed professional to meet the expected standards of practice. Outline six professional misconducts experienced in Kenyan organizations. [6marks]
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