

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATION

RESIT/SPECIAL EXAMINATION

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF COMMERCE

BCOM 405: BUSINESS ETHICS

STREAMS:

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 03/11/2021

11.30 A.M – 1.30 P.M

INSTRUCTIONS

ANSWER ANY FIVE QUESTIONS

QUESTION ONE

Outline some of the ethical issues associated with marketing communications at the social level. Using examples, discuss the criticism that marketing communications can contribute to negative stereotypes in society. (20 Marks)

QUESTION TWO

As a business manager, discuss why you think that a corporation's decision should be governed by a social conscience or is it ethical for a business to simply pursue a profit for its shareholders? (20 Marks)

Marks)

QUESTION THREE

Critically discuss why even 'good' people sometimes might make 'bad' ethical decisions at work? (20 Marks)

QUESTION FOUR

Explain how ethical decisions are required to be made by everybody, and how they have the capacity to influence more than just the decision maker. (20 Marks)

QUESTION FIVE

Discuss five ethical dilemmas you have recently experienced and how you resolved them. (20 Marks)

Marks)

QUESTION SIX

Discuss values and explain the element of corporate culture in detail.

(20 Marks)
