

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

DIBM 0218: BUSINESS ETHICS

STREAMS: DIP (DIBM & DPLM) Y2S2

TIME: 2 HOURS

DAY/DATE: FRIDAY 14/12/2018

8.30 A.M - 10.30 A.M.

INSTRUCTIONS:

- Answer Question ONE (COMPULSORY) and any other TWO Questions
- Do not write anything on the question paper

- Distinguish between business ethics and social responsibility. [4 Marks]
 - Explain the importance of ethics in business. [6 Marks]
 - Discuss the factors that may influence the ethical behavior in an organization. [10 Marks]
 - Argue the case for Corporate Social Responsibility. [6 Marks]
 - Explain the terms truth and transparency. [4 Marks]
- Discuss ethics in the following business disciplines;
 - Human resource management [3 Marks]
 - Marketing [3 Marks]
 - Accounting and finance [3 Marks]
 - Discuss the measures that an organization can adapt to curb unethical behavior at work place. [6 Marks]
 - Discuss 5 advertising principles that have to be put in place in order to enhance ethics in advertising. [5 Marks]
- Explain the meaning of the term corruption. [3 Marks]
 - Discuss the effect of corruption in an organization. [12 Marks]
 - Explain the circumstances when whistle blowing would be considered justified. [5 Marks]
- Explain the various tools employed in the process of identifying, implementing and managing business ethics. [10 Marks]
 - Explain how you would determine whether an action is ethical or unethical. [10 Marks]