

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

THARAKA UNIVERSITY COLLEGE

EXAMINATION FOR THE AWARD OF DIPLOMA IN BUSINESS
MANAGEMENT

DIBM 0102: BUSINESS PHILOSOPHY

STREAMS: DIBM

TIME: 2 HOURS

DAY/DATE: MONDAY 02/12/2019

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS: Answer question ONE and any other TWO questions

1. (a) Briefly outline the meaning and concerns of ethics. [5 marks]
(b) Use relevant examples to demonstrate the importance of effective decision making and problem solving in business. [10 marks]
(c) Discuss the central thesis of utilitarianism and assess its suitability as a guiding principle in business. [15 marks]
2. (a) Define whistleblowing. [3 marks]
(b) Discuss the ethical concerns raised by whistleblowing. [17 marks]
3. By way of practical examples, demonstrate how adoption of a corporate code of ethics influences business operations in an organization. [20 marks]
4. (a) Explain why children are vulnerable to psychological appeals and strong advertising appeals. [8 marks]
(b) Discuss the ethical issues that arise when children are exposed to marketing tactics that affect their psychological and emotional appeals. [12 marks]
5. Use examples to demonstrate the difference between virtue-based and deontological ethical theories. [20 marks]