

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DIPLOMA IN BUSINESS MANAGEMENT
AND DIPLOMA IN PROCUREMENT AND PURCHASE MANAGEMENT**

DIBM 0218: BUSINESS ETHICS

STREAMS:

TIME: 2 HOURS

DAY/DATE: THURSDAY 12/04/2018

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS:

- **Answer question ONE and other TWO questions.**

QUESTION ONE

- (a) Explain the meaning of ethics and differentiate between ethics and the law. (5 marks)
- (b) Identify the attributes of an ideal profession. (5 marks)
- (c) Explain the meaning of lobbying and different types of lobbying. (8 marks)
- (d) Describe the steps in the implementation of a code of ethics. (12 marks)

QUESTION TWO

- (a) Explain the principles that should be followed by a business when using advertising to avoid misleading consumers. (10 marks)
- (b) Explain the meaning of discrimination in the workplace and identify the most common bases for discrimination in the work place. (10 marks)

QUESTION THREE

Discuss the systems of universalism and of utilitarianism, indicating differences among them. (20 marks)

QUESTION FOUR

- (a) Business and ethics have no relationship. Discuss the argument for and against this view. (10 marks)
 - (b) The concept of social responsibility requires organization to respond to societal goals. Outline the merits and demerits of social responsibility. (10 marks)
-