

THARAKA



UNIVERSITY

**COLLEGE
UNIVERSITY EXAMINATIONS**

**SECOND YEAR EXAMINATION FOR THE AWARD OF DIPLOMA
IN PROCUREMENT AND LOGISTICS MANAGEMENT**

DIBM 0218: BUSINESS ETHICS

STREAMS: DPLM

TIME: 2 HOURS

DAY/DATE: MONDAY 06/04/2020

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS: Answer question ONE (Compulsory) and any other TWO questions

QUESTION ONE (30 MARKS)

- (a) Show how the following words relate as used in ethics, showing how they affect individual decision making [6 marks]
- (i) Values
 - (ii) Attitude
 - (iii) Behaviour
- (b) Marketing is primarily a field of applied ethics therefore part of business ethics. Discuss ethical issues surrounding marketing practices and how they affect consumer consumption behaviour [10 marks]
- (c) In the recent past Kenya has experienced corruption in the public and private sector. Prepare a paper to delegates attending a conference on how to deal with this enemy of development [10 marks]

QUESTION TWO (20 MARKS)

- (a) Explain five importance of business ethics to the organization operations [10 marks]

- (b) Highlight ethical dilemmas facing managers in organization in daily operations of their duties [5 marks]
- (c) Give five characteristics of an ideal professional [5 marks]

QUESTION THREE (20 MARKS)

- (a) Explain the tools employed in the process of identifying, implementing and managing ethics in an organization [10 marks]
- (b) Corruption has been communicated as one of the challenges affecting many public offices in Kenya. Explain the steps that Kenyan government can take to address the state of corruption in the country [10 marks]

QUESTION FOUR (20 MARKS)

- (a) Discuss five common ethical issues at the work place. [10 marks]
- (b) Discuss five ways used by private sectors to influence government decision making process [10 marks]
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