



(University of Choice)

**MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY
(MMUST)**

**UNIVERSITY SPECIAL/SUPPLEMENTARY EXAMINATIONS
2021/2022 ACADEMIC YEAR**

FOURTH YEAR SECOND SEMESTER EXAMINATIONS

**FOR THE DEGREE
OF
BACHELOR OF COMMERCE**

COURSE CODE: BCB 420

COURSE TITLE : BUSINESS ETHICS

DATE: WEDNESDAY, 3RD AUGUST 2022

TIME: 8:00 – 10.00AM

INSTRUCTIONS TO CANDIDATES

Question ONE (1) is compulsory
Answer any other TWO (2) questions

TIME: 2 Hours

MMUST observes ZERO tolerance to examination cheating

This Paper Consists of 2 Printed Pages. Please Turn Over.

1. a)

Tiffany, a 17-year-old high school senior, and her two friends are invited to a party. Her mother agrees to let her go provided that she is home by midnight. Tiffany and her friends are having a great time and the party is still going strong at 11:30 PM when she decided to stay longer. Tiffany knows that if she calls home to say she will be late, her mother will make a scene and demand that she come home immediately. She figures she is better off not calling and making up some excuse later. The worst that will happen is that she will be grounded. Besides, if she leaves, her friends will have to go too and they'll never forgive her. When she gets home at 1:30 AM., her mother is frantic with worry. She called the parents of the other girls to see if they were home yet, and they too were upset. When Tiffany's mother said, "I was worried to death," Tiffany responded, "Mom, you had no need to worry I was fine." Tiffany's brother was to take the exam the next morning and due to all the commotion he got almost no sleep. Who were the stakeholders in Tiffany's decisions not to be home by midnight and not to call her mother to tell her so? (10 marks)

1 b) Explain the meaning of the following terms as learnt in the course (5marks):

- i) Core Values
- ii) Ethics
- iii) Corporate social responsibility
- iv) Core purpose
- v) Employee

1 c) Explain using examples the difference in meaning between the following terms: Lie and Cheat (5marks)

1 d) Destructive antisocial actions can harm other members of an organization. Explain some common categories of un-ethical behaviour in organizations (10 marks)

SECTION B.

Choose any two questions. Each is 20 marks.

2. Corporate Social Responsibility (CSR) is largely viewed as an organization's attempt to reach out to communities within their areas of operation. Discuss why employee participation in CSR activities is important to individual and institutional benefits (20 marks)
3. Ken's manufacturing company is well recognised as a brand whose cooking oil is among the fastest selling in the market. But on closer observation, most employees leave within a year of employment. Discuss some signs of ethical collapse that can keep a potential job seeker from joining such a questionable firm (20marks)
4. A business entity is important on several frontiers, both as a product supplying entity and as a source of livelihood for its workforce. Discuss the role of a business to the government and to consumers (20 marks)
5. Values are the most important parameters to define a person. Discuss sources of a professional's value systems and how each source impacts on their general and professional life (20 marks).