



MUEO

# MOI UNIVERSITY

OFFICE OF THE DEPUTY VICE CHANCELLOR  
(ACADEMICS, RESEARCH, EXTENSION & STUDENT AFFAIRS)

## UNIVERSITY EXAMINATIONS 2022/2023 ACADEMIC YEAR

FOR THE DEGREE OF

### BACHELOR OF BUSINESS MANAGEMENT

**COURSE CODE:** BBM 461/BSM 403D/BHR 402

**COURSE TITLE:** BUSINESS ETHICS

**DATE:** 30<sup>TH</sup> NOVEMBER, 2022 **TIME:** 2.00 P.M. – 5.00 P.M

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### INSTRUCTION TO CANDIDATES

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**BBM 461/BHR/402/BSM 403: BUSINESS VALUES AND ETHICS/ETHICS AND SOCIAL RESPONSIBILITY/ETHICS IN STRATEGIC MANAGEMENT**

**ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS**

**QUESTION ONE**

**Read the following case and answer the questions that follow.**

**BUSINESS DILEMMAS**

Joe is a fourteen year old boy who wanted to go to a group camp very much with his age mates. His father had promised him that he could go if he saved up the money himself. So, Joe worked hard and saved forty dollars it cost to go to camp and a little more in his casual engagements in the neighbourhood. However, before camp started, his father changed his mind.

Some of Joe's father decides to go on a special fishing trip and he was short of the money it costs to travel. So he asks Joe to give him the money he had saved from his casual labour. Joe did not want to give up going to camp so he thought he should refuse to give him his savings.

On the other hand, Joe's mother is diagnosed and found to have a special kind of cancer that threatens her life. There was one special drug the doctor that might save her. It was a form of radium that a pharmacist in their township had recently discovered. The drug was expensive and the pharmacist was charging ten times it cost him to make. The pharmacist charged \$ 4,000.

Joe's father, Mr. Heinz decides to borrow from everyone he knows within is village town and even tried every legal means but could only manage to raise \$ 2,000 which was half what was needed but the pharmacist could hear none of his plea to pay the half amount retorting " I discovered the drug and am going to make money from it"

So, having tried every legal means, Heinz gets desperate and considers breaking into the man's store to steal the drug to treat his wife.

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**Required:**

- a) Identify the pertinent business marketing/sale dilemmas in this narrative (5marks)
- b) Analyze the basic ethical business principles that should have guided the pharmacist in making sound decision in his undertaking. (10 marks)
- c) Critically justify the relevant ethical theories that the three characters in the narrative would have used to solve the dilemmas faced in their decision making process (10marks)



## QUESTION TWO

a) Corporate social responsibility (CRS) refers to deeper changes in the greater world that makes it necessary for large corporation to do good.

Identify and discuss any five changes that have made corporations become good citizens.

(10 marks)

b) Outline the basic principles that drive sound corporate governance in an organization

(5 marks)

## QUESTION THREE

"Establishing moral principles means determining the core values which should guide the organization"

In view of the statement above, explain how strategic business leaders have effectively embedded anti-corruption mechanisms into their culture.

(15 marks)

## QUESTION FOUR

a) With relevant examples, demonstrate how governments ensure that consumers are protected from unethical businesses.

(9 marks)

b) Corporations have created comprehensive mechanisms to manage and ensure that their workplaces do not threaten or intimidate their employees making the environments free from sexual harassment. Elaborate.

(6 marks)

## QUESTION FIVE

a) From a Utilitarian view point, reasonable minds engaged in these ethical issues do not always agree on which resolutions might lead towards the greatest common good or even what that good should ultimately be. Discuss.

(9 marks)

b) Explain why pollution and resource depletion have been of great concern to business policy and strategic leaders worldwide in the recent past.

(6 marks)

## QUESTION SIX

- a) A colleague confides in you about some ongoing practices in his unit that are unethical and wishes to bring them to the attention of public. Advise him on the procedures to consider in making such disclosures.

(6 marks)

- b) Briefly present an argument for ethical leadership

(9 marks)