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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2024/2025 ACADEMIC YEAR
THIRD YEAR, SECOND SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)

Date: 5th December, 2024
Time: 11.30am – 1.30pm

KBA 2304 - BUSINESS ETHICS

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

UNIQUE LIMITED ETHICAL DILEMMA

Unique Ltd a multinational firm having presence all over the world and dealing with the manufacture of disposable bags desires to set up a branch in Kenya in order to increase their customer portfolio in Africa. The firm has already set up the physical infrastructure, machinery, equipment in Kenya and has also hired employees, established the source of raw materials and started operations. This is an exciting opportunity for Kenya as the company introduces benefits to the country from an economic point of view which includes offering job opportunities to the growing numbers of unemployed Kenyans. The company has now been in operation for two-years and has been visited by Kenya government inspectors who evaluated the company's operations and shared an adverse report. Some of the issues raised by this report were; presence of non-biodegradable elements on the raw materials used which could lead to pollution of the environment, staff working for long hours and receiving inadequate salaries and also producing low quality products which they promoted as of high quality. To be allowed to continue with operations, the company has to source the correct raw materials, treat the staff well and be truthful in the promotion of the product they produce. This corrective measure would see the company make losses for two years after which profits will be regained.

- a) Discuss the key areas of focus for Corporate Social Responsibility initiatives also referred to as the pillars of sustainability which Unique limited has violated. (6 Marks)
- b) To address the concerns raised, Unique limited is faced with an ethical dilemma which features prominently. Identify the dilemma and the best solution you can offer to Unique ltd. (6 Marks)
- c) Considering the facts on Unique limited, what may be some of the key reasons, business ethics is important to success of a business. (6 Marks)
- d) In the course of their business, Unique ltd will have to interact with various stakeholders. Identify some of the key stakeholders. (6 Marks)
- e) Discuss the observed marketing, advertising ethical concern affecting Unique limited. (6 Marks)

QUESTION TWO (20 MARKS)

- a) Organizations or businesses have different operational functional areas better known as departments. Analyze these functional areas explaining possible unethical concerns also citing possible solutions. (5 Marks)
- b) Good corporate governance is essential for the long-term success of a company. Explain the ethical principles of corporate governance. (5 Marks)
- c) Businesses that embrace business ethics are considered likely to succeed. As a business ethics student determine the importance of studying Business Ethics? (5 Marks)
- d) Explain areas in your organization where you would apply business ethics to remain ahead of your competitors. (5 Marks)

QUESTION THREE (20 MARKS)

- a) As businesses continue to navigate an increasingly complex and globalized world, business ethics field also continues to evolve in order to address the changing environment. Outline some of the emerging issues and trends affecting businesses. (7 marks)
- b) To ensure an organization has ethical staff, the staff onboarding stage is critical, discuss what an organization is to look out for, during the onboarding of new staff. (6 Marks)
- c) Standard ethical principles and values guide business practices and decision-making in the international arena. Explain the sources of these ethical standards. (7 Marks)

QUESTION FOUR (20 MARKS)

- a) Employees of an organization from top management to frontline staff are bound to adhere to a standard organization's code of ethics. Describe five items that should be included in an organizations code of ethics. (7 Marks)
- b) Entrepreneurs face ethical dilemmas on their day to day activities. Giving examples discuss the ethical dilemmas and their characteristics. (6 Marks)
- c) Rules and guidelines that organizations' follow in achieving their objectives are normally outlined as policies and procedures in formal documents. Analyze some of the key benefits of having written policies and procedures. (7 Marks)

QUESTION FIVE(20 MARKS)

- a) Integrity is a common and key term in business ethics, study and practice. Analyze the term, citing its importance in business performance. (7 Marks)
- b) Discuss the ethical considerations in supplier relations, responsible for sourcing of materials. (7 Marks)
- c) Discuss the challenges of globalization and ethics. (6 Marks)