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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2022/2023 ACADEMIC YEAR
THIRD YEAR, SECOND SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)

Date: 19th April, 2022
Time: 2.30 – 4.30pm

KBA 304 - BUSINESS ETHICS

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

WILLOWS LTD

Willows Ltd is a multinational firm that deals with the manufacturing of cosmetic products and has major operations all over the world. They have established that they want to set up a branch in Kenya in order to increase their customer portfolio in East Africa. The company has already made down payment in all the costs involved and are now in the process of hiring employees who will be working in their Kenyan branch. They are also in the process of learning the do's and don'ts of operating in this country. This is an exciting opportunity for Kenya as it will have many benefits to the country from an economic point of view as well as offering job opportunities to the growing numbers of unemployed Kenyans.

- a) Outline the ethical principles you would advise the management team of willows Ltd to abide by. (6 Marks)
- b) As their Kenyan business advisor outline to them the major reasons why you think it is important for them to conduct their businesses ethically in Kenya. (6 Marks)
- c) Willows Ltd being a multinational firm, will definitely experience some unethical behaviour from some employees in Kenya. Explain the factors you think could be contributing to this behaviour. (6 Marks)
- d) In their process of searching for employees list some of the duties you would advise them to give to their ethics officer. (6 Marks)
- e) Highlight some of the reasons why you would encourage them to have an ethical communication system in their organization. (6 Marks)

QUESTION TWO (20 MARKS)

- a) Discuss the significant benefits brought about by social ethics and corporate social responsibilities. (10 Marks)
- b) Explain the characteristics and values that most people associate with ethical behavior. (10 Marks)

QUESTION THREE (20 MARKS)

- a) Analyse the different functional areas of an organization. (10 Marks)
- b) Examine the three dimensions of business ethics. (10 Marks)

QUESTION FOUR (20 MARKS)

- a) Explain the business ethics challenges faced by different functional areas of an organization. (10 Marks)
- b) Discuss the characteristics of ethical dilemmas. (10 Marks)

QUESTION FIVE (20 MARKS)

- a) Analyze critically the rationale for corporate ethics. (10 Marks)
- b) Examine the benefits of business ethics to different categories of stakeholders. (10 Marks)