



**DEDAN KIMATHI UNIVERSITY OF TECHNOLOGY
UNIVERSITY EXAMINATIONS 2012/2013**

**FIRST YEAR SPECIAL/ SUPPLEMENTARY EXAMINATION FOR BACHELOR OF
SCIENCE IN SUSTAINABLE TOURISM AND HOSPITALITY MANAGEMENT
BCM 2102: BUSINESS AND SOCIAL ETHICS**

DATE: 10TH JULY 2013

TIME: 2.00PM-4.00PM

INSTRUCTIONS: Answer all questions in section A and two other questions in section B.

SECTION A

- Q1 (a) (i) Differentiate between the terms “Oikonomikos” and “Chrematisike” in the context of vices and virtues in business. **(6mks)**
(ii) Explain any one ethical implication by any two basic forms of business ownership. **(4mks)**
- (b) Read the following passage and carry out the tasks below.
“Economic scandals have shattered lives of thousands of individuals and families, employers, taxpayers and stakeholders. Why? Because business managers had betrayed public trust and confidence by looting resources of many. Gradually, leaders came to realize that brilliant a carrier in Business alone was not sufficient for business success. Something of a higher value was needed.”
- (i) Use any one ethical theory to evaluate one such international and national economic scandal. **(5mks)**
- (ii) Comment on two unethical practices that are a manifestation of business managers betraying public trust. **(5mks)**
- (c) Outline the importance of code of ethics in a business organization. **(10mks)**

SECTION B

- Q2 (a) Give two reasons as to why a business man is supposed to uphold professional ethics. **(10mks)**
(b) Identify and explain any one tool that a professional can use to resolve moral disagreement in a business. **(10mks)**
- Q3 (a) Define cultural relativism and show its importance to globalization. **(10mks)**
(b) State two advantages of clinging to the notion of cultural relativism in evaluating moral issues in business. **(10mks)**
- Q4 Using an example from the business sector illustrate with a table how a concrete moral action is made from a particular judgment level to the ethical theory level. **(20mks)**
- Q5 Discuss how the following disciplines assist in the evaluation of a moral act:
- (a) Anthropology **(5mks)**
(b) Law **(5mks)**
(c) Psychology **(5mks)**
(d) Economics. **(5mks)**