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**University Examinations 2014/2015**

FOURTH YEAR SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE

**BFB 3473: BUSINESS AND SOCIAL ETHICS**

 **DATE: AUGUST 2015 TIME: 2HOURS**

**INSTRUCTIONS:** *Answer question* ***one*** *and any other* ***two*** *questions*

**QUESTION ONE (30 MARKS)**

1. Explain why business ethics is studied (6 Marks)
2. Explain any three sources of authority in moral judgment (6 Marks)
3. Explain the principles that guide moral behaviour ( 6 Marks)
4. Explain various tools employed in the process of identifying, implementing and managing business ethics (6 Marks)
5. Explain the characteristics of moral standards in business practices (6 Marks)

**QUESTION TWO (20 MARKS)**

1. Discuss the reasons why some firms in Kenya engage in business malpractices (10 Marks)
2. Discuss the African cultural values (10 Marks)

**QUESTION THREE (20 MARKS)**

1. Discuss the following ethical issues in business practices:
2. Conflict of interest (5 Marks)
3. Communication and technology (5 Marks)
4. Explain how unethical behaviour and practices can be minimized in the organization (10 Marks)

**QUESTION FOUR (20 MARKS)**

1. Discuss the importance of the following theories of individual behaviour:
2. Teleological theory (5 Marks)
3. Deontological theory (5 Marks)
4. Explore the situations when whistle blowing is ethical in an organization (10 Marks)

**QUESTION FIVE (20 MARKS)**

1. Discuss how an organization can develop code of ethics for the employees (10 Marks)
2. Discuss the importance of the cardinal virtues (10 Marks)