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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR
THIRD YEAR, SECOND SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)

Date: 14th August, 2023

Time: 11.30am –1.30pm

KBA 304 - BUSINESS ETHICS

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

CASE STUDY

Tunisia 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) In their process of searching for employees list some of the duties you would advise them to give to their ethics officer. (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) Outline the ethical principles you would advise the management team of Tunisia Ltd to abide by. (6 Marks)
- d) Tunisia Ltd being a multinational firm, will definitely experience some unethical behaviour from some employees in Kenya. Highlight the standard measures and procedures they can use to avoid these behaviours. (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 leadership styles that influence ethical decisions in an organization. (7 Marks)
- b) Explain the steps involved in implementing a stakeholder perspective in corporate social responsibility and business ethics. (8 Marks)
- c) Analyze the theories associated with business ethics. (5 Marks)

QUESTION THREE (20 MARKS)

- a) Analyze ways in which ethical issues can be resolved in an organization. (7 Marks)
- b) Discuss the three dimensions of business ethics. (8 Marks)
- c) Explain the cognitive moral development process in business ethics. (5 Marks)

QUESTION FOUR (20 MARKS)

- a) Discuss the concept of consumerism in global business ethics. (7 Marks)
- b) Examine the benefits of having an ethics program in an organization. (8 Marks)
- c) Analyze the different types of power used by leaders in various organizations. (5 Marks)

QUESTION FIVE (20 MARKS)

- a) Elaborate the value of stakeholder theory in business ethics. (7 Marks)
- b) Explain the current global ethical issues. (8 Marks)
- c) Discuss ways in which leaders in an organization can use to communicate ethically. (5 Marks)