



# THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

**A. M. E. C. E. A**

**MAIN EXAMINATION**

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**AUGUST - DECEMBER 2016 TRIMESTER**

**FACULTY OF COMMERCE**

**DEPARTMENT OF MARKETING AND MANAGEMENT**

**O DEL PROGRAMME**

**CMM 324: BUSINESS ETHICS**

**Date: DECEMBER 2016**

**Duration: 2 Hours**

**INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions**

Q1. Answer carefully the following:

- a) In business environment, business ethics has grown in importance in the last few decades. What is the reason? What could be the benefits to a business firm? Explain. **(8 marks)**
- b) One business firm uses the principle of “The means justify the end”, while another follows the “The ends justify the means”. How they differ in their ethical decisions? Explain using examples. **(7 marks)**
- c) What are the ideas of John Locke on free markets and rights? What influences did it have on societies in general? Discuss in relation to government and market organization. **(8 marks)**
- d) Is advertising, in general, socially beneficial or harmful? When can advertising be unethical? Explain using your own examples. **(7 marks)**

Q2. Regarding ethics in relations to the environment, answer the following:

- a) How do you see the present impact of business activities to nature and the environment? **(10 marks)**
- b) What are the ethical or non-ethical decisions made by business firms in relation to the environment? Discuss it. **(10 marks)**
- Q3. What are the ethical issues raised and the correct way of handling them in regard to:
- a) The contents of job announcements. **(10 marks)**
- b) Asking candidates personality during job interviews. **(10 marks)**
- Q4. Regarding joining an unethical organization, answer the following:
- a) What makes an organization unethical? Explain by giving examples. **(10 marks)**
- b) Assuming you are unemployed and you have a large family to take care, how would you make an ethical decision when you take a job offer from an unethical organization? Or would you not take the offer? Argue your case. **(10 marks)**

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