



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

A. M. E. C. E. A

MAIN EXAMINATION

MAY – JULY 2016 TRIMESTER

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING AND MANAGEMENT

REGULAR PROGRAMME

CMM 324: BUSINESS ETHICS

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Date: JULY 2016

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions

- Q1. a) Using the “utilitarian” principle show that environmental pollution and unsustainable natural resource utilization by business firms is unethical. **(8 marks)**
- b) Explain how racism could be considered unacceptable in the workplace as reflected in the decisions made by managers. Using the principle of fairness and utility show that racism is unethical. **(8 marks)**
- c) Discuss the “ethics of care” and “cultural ethics” as principles for ethical decisions (start from its meaning, show the possible areas of application and their limitation). **(7 marks)**
- d) Job applicants resume are not always prepared in an ethical way. How do you make sure that your resume is prepared ethically? What are the principles that you could use for that purpose? Explain. **(7 marks)**
- Q2. As the CEO of a pharmaceutical company, you receive a recommendation from your marketing people to drop the manufacturing of an effective drug for reasons of small profit margin. Would the action be ethical or unethical? Discuss. **(20 marks)**
- Q3. Explain the following
- a) Similarity and differences of law and ethics **(10 marks)**
- b) Challenges of ethics faced in international business. **(10 marks)**

Q4. What should companies do to adequately address business ethics? In what ways could ethics help their business? Discuss. **(20 marks)**

END