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MAIN EXAMINATION

MAY - JULY 2013 TRIMESTER

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING AND MANAGEMENT

EVENING PROGRAMME

CMM 324: BUSINESS ETHICS

DATE: July 2013

DURATION: 2 Hours

INSTRUCTIONS: Answer Question ONE and any other TWO Questions

Q1. a) **CASE STUDY**

After graduation, you were hired as a management trainee in the human resource department of large organization with widely held stock. Your boss, the human resource manager, who is away on holidays, has asked you to make all decisions in her absence, including the hiring of an assistant in your department. A senior manager in the company recently indicated to you how much he would like the position to be given to his nephew Bob, who had applied for the position. When you look through the records, you find that while Bob meets the basic requirements, there are at least two other better candidates – one far superior than Bob and a female. (Your firm has recently indicated a commitment to employment equity initiatives). You realize that the senior manager has considerable influence in the company and may even be able to influence your career progress within the firm.

Required:

Using your knowledge on business ethics discuss what you would do in this case. Support your answer with a relevant theory in ethics.

(15 marks)

- b) Discuss the concept of justice and fairness as applied in business ethics. Give practical business examples to illustrate your answer. **(15 marks)**

- Q2. In the 1960's Carol Gilligan developed theory of ethics of care. As an expert in business ethics discuss this theory clearly showing its characteristics as presented by Gilligan. **(20 marks)**
- Q3. As an expert in Business ethics discuss how the morals of a person develop over time. What factors influence moral development? **(20 marks)**
- Q4. a) Discuss the concept of free trade and utility as advanced by Adam Smith. **(10 marks)**
- b) Discuss the ethical issues in human resources management clearly showing how you would prevent them. **(10 marks)**

END