



MACHAKOS UNIVERSITY

University Examinations 2018/2019

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF SOCIAL SCIENCES

THIRD YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF ARTS

APH 305: BUSINESS ETHICS

DATE: 24/4/2019

TIME: 11.00-1.00 PM

INSTRUCTIONS

Answer Question One and any other Two Questions

QUESTION ONE (30 MARKS)

- a) Briefly outline the meaning and concerns of Business Ethics (6 marks)
- b) Use relevant examples to demonstrate the importance of Business Ethics. (10 marks)
- c) Assess the suitability of Utilitarian Ethics as a guiding principle in Business. (14 marks)

QUESTION TWO (20 MARKS)

Discuss how adoption of a corporate code of ethics can influence business operations in an organization.

QUESTION THREE (20 MARKS)

- a) Define whistle blowing. (2 marks)
- b) Discuss the ethical and legal concerns raised by whistleblowing. (18 marks)

QUESTION FOUR (20 MARKS)

- a) Explain why children are vulnerable to psychological appeals and strong advertising appeals. (8 marks)

- b) Discuss the ethical issues that arise when children are exposed to marketing tactics that affect their psychological and emotional appeals. (12 marks)

QUESTION FIVE (20 MARKS)

- a) Explain the term 'reasonable right to privacy' and 'confidentiality in the workplace'. (8 marks)
- b) By way of practical examples, discuss the legal and ethical aspects of employee monitoring in the workplace. (12 marks)