



Riara School of Business

Nurturing business innovators

SEPTEMBER – DECEMBER 2019 TRIMESTER

EXAMINATION FOR BACHELOR OF BUSINESS ADMINISTRATION

DAY PROGRAMME

RBA 401: BUSINESS ETHICS

DATE: 19TH DECEMBER 2019

TIME: 2 HOURS

GENERAL INSTRUCTIONS:

Students are NOT permitted to write on the examination paper during reading time.

This is a closed book examination. Text book/Reference books/notes are not permitted.

SPECIAL INSTRUCTIONS:

1 Write your REGISTRATION NO. Clearly on the answer booklet(s).

2 Answer Question One and ANY other TWO questions.

3 Questions in all sections should be answered in answer booklet(s).

4 Marks allocated to each question are shown at the end of the question.

5 PLEASE start the answer to EACH question on a NEW PAGE.

6 For the questions, write the number of the question on the answer booklet(s) in the order you answered them.

7 Write your answers in paragraph form unless stated otherwise.

8 Keep your phone(s) SWITCHED OFF at the front of the examination room.

9 Keep ALL bags and caps at the front of the examination room and do not refer to any unauthorized material before or during the course of the examination.

10 You are only allowed to leave the examination room 30minutes to the end of the Examination.

QUESTION ONE: COMPULSORY (30 MARKS)

- a) The stakeholder model places the board of directors in the position of balancing the interests and conflicts of a company's various constituencies. Explain the Board of Director Responsibilities in this regard. **(10Marks)**

- b) Discuss **FIVE** ethical issues associated with multinational corporations (MNCs). **(10 Marks)**

- c) Define institutionalization and explain the importance of Institutionalization in Business Ethics **(6 Marks)**

- d) Who is a whistleblower? What is the extent of whistleblowers protection law in Kenya? **(4 Marks)**

QUESTION TWO

- a) Describe how an organization may gain Stakeholder Feedback **(10 Marks)**

- b) Discuss how the three categories of institutions (political, economic, and social) are important in establishing a foundation for normative values. **(10 Marks)**

QUESTION THREE

- a) How does sustainability relate to ethical decision making and social responsibility? **(10 Marks)**

- b) Discuss the benefits of green marketing and the long-term pitfalls of greenwashing. **(10 Marks)**

QUESTION FOUR

- a) What are the roles of the IMF and the WTO in encouraging, monitoring, and regulating international trade? **(10 Marks)**

- b) How can differences in two countries' cultures create ethical issues in business? **(10 Marks)**