



Riara School of Business
Nurturing business innovators

**SEPTEMBER – DECEMBER 2019 TRIMESTER
EXAMINATIONS FOR DIPLOMA IN BUSINESS MANAGEMENT**

DAY /EVENING PROGRAMME – MARKING SCHEME

RFC 012: ETHICS AND BUSINESS MANAGEMENT

DATE: DECEMBER 2019

TIME: 2 HOURS

INSTRUCTIONS

- i) Answer question one and any other two**
 - ii) Marks allocated to each question are shown at the end of the question**
 - iii) Arrange your work neatly and indicate the questions answered in the Examination booklet**
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QUESTION ONE (COMPULSORY – 30 MARKS)

- 1a. Explain the following concepts as applied in Ethics and Business Management.
- (i) Business Ethics **(2Marks)**
 - (ii) Ethical Dilemma **(2 Marks)**
 - (iii) Hard HRM- **(2Marks)**
 - (iv) Soft HRM- **(2 Marks)**
 - (v) Corporate Social Responsibility **(2 Marks)**
- b. Ethics matters because it promotes good business sense to 'do the right thing'.
Explain **Three** other good corporate ethics **results** **(6 Marks)**
- c. Explain the **Two** basic approaches in the management of ethical dilemma **(4 Marks)**
- d. Without business ethics, it will be very difficult to do business. Discuss **Five** important features of business ethics. **(10 Marks)**

2. a. There are social and ethical issues related to modern technology. Discuss **Five** of those issues. **(10 Marks)**
- b. Co-ordination is the integration of several parts into an orderly whole to achieve the purpose of understanding. It cannot be separated from other functions. Discuss the relationship of co-ordination with other functions of management. **(10 Marks)**
- 3a. Discuss **Four** advantages of managing ethics in a workplace. **(8 Marks)**
- b. Ethical issues in a business may affect different areas of operations. Explain **Two** Ethical issues affecting:-
- i. HR
 - ii. Marketing
 - iii. Finance **(12 Marks)**
- 4a. Discuss **Two** challenges that may be experienced in upholding Business Ethics. **(4 Marks)**
- b. Corporate social responsibility (CSR) is the set of standards to which a company subscribes in order to make its impact on society and has the potential to make positive contributions to the development of society and businesses. Examine **Three** CSR issues that relate to ethical behavior. **(6Marks)**
- c. Using the 5Ps strategy, explain how it is used for resolving Ethical Dilemmas **(10 Marks)**