



RIARA SCHOOL OF BUSINESS
NURTURING INNOVATORS
MAY-AUGUST 2023 TRIMESTER
EXAMINATION FOR BACHELOR OF BUSINESS ADMINISTRATION
DAY PROGRAMME
RBA 401: BUSINESS ETHICS

DATE: AUGUST 2023
HOURS

TIME: 2

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

30 MARKS

- a) Analyse **SEVEN** ethical concerns arising from the expansion of Artificial Intelligence, particularly in relation to mobile loans within the context of Kenya. **(14 Marks)**
- b) Through the utilization of business-related illustrations, distinguish between actual conflict, potential conflict, and perceived conflict in the context of business ethics **(6 Marks)**
- c) Outline the **FIVE** legal remedies available to an individual whose trade secret has been infringed upon. **(10 Marks)**

QUESTION TWO

- a) Explore **FIVE** potential areas in which the Human Resources Department may encounter conflict of interest situations with the employees under their supervision. **(10 Marks)**
- b) Illustrate **FIVE** fundamental requirements or guidelines employed for ethical decision-making in the realm of business. **(10 Marks)**

QUESTION THREE

- a) Evaluate any **FIVE** moral depravity commonly exhibited by marketers in advertising products in Kenya **(10 Marks)**
- b) Distinguish between utilitarianism and deontology in the context of ethical decision-making, using relevant examples to illustrate the differences **(10 Marks)**

QUESTION FOUR

- a) Discuss **FIVE** ethical challenges that production managers encounter while fulfilling their responsibilities at the production plant. **(10 Marks)**
- b) Identify **FIVE** ethical dilemmas that commonly affect businesses engaged in global operations. **(10 Marks)**

