GRETSA UNIVERSITY - THIKA

UNIVERSITY EXAMINATIONS

JANUARY-APRIL 2026 SEMESTER

BACHELOR OF COMMERCE

COURSE CODE: BCBA402

COURSE TITLE: BUSINESS ETHICS

DATE: APRIL 2026 **TIME: 2 HOURS**

INSTRUCTIONS TO CANDIDATES

1. SECTION A IS **COMPULSORY.**
2. SECTION B: ANSWER ANY OTHER **TWO** QUESTIONS.
3. **DO NOT** WRITE ANYTHING ON THIS QUESTION PAPER AS IT WILL BE AN EXAM IRREGULARITY.
4. ALL ROUGH WORK SHOULD BE AT THE BACK OF YOUR ANSWER BOOKLET AND CROSSED OUT.

CAUTION: *All exam rooms are under CCTV surveillance during the examination period.*

SECTION A: COMPULSORY

Question One

a) Describe the 6 characteristics of an ethical leader and how ethical leadership contributes to an organization's succ**ess** . **[8 Marks]**

b) Discuss the 5 challenges that leaders may face in maintaining ethical standards within a company.Describe a situation where a company is faced an ethical dilemma. **[8 Marks**

c) Discuss the five benefits of potential partnerships with private stakeholders. **[8 Marks]**

d) Explain 4 ways how to solve employer – employee issues in the marketing department **[6 Marks]**

SECTION B: ANSWER ANY TWO QUESTIONS

Question Two

a) Analyze the ethical challenges associated with the use of technology, including data privacy concerns**.** **[8 Marks]**

b) Discuss the responsibilities of businesses in ensuring the ethical use of customer data and emerging technologies. **[12 Marks]**

Question three

a) Using a hypothetical company of your choice, design a business ethics Policy **[12 Marks]**

b) Carry out a corporate social responsibility for the hypothetical company formed in (a) above **[8 Marks]**

Question Four

a) Define Corporate Social Responsibility and provide examples of how companies can engage in socially responsible practices. **[10 Marks]**

b) Discuss the potential benefits and challenges associated with the implementation of CSR initiatives for businesses. **[10 Marks]**

Question Five

a) Discuss the principle of equity and fairness in administration. **[8 Marks]**

b) Explain the principle of remuneration and its significance in attracting, retaining, and motivating employees. **[12 Marks]**