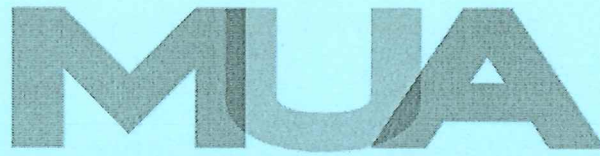


The
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UNDERGRADUATE UNIVERSITY EXAMINATIONS
SCHOOL OF MANAGEMENT AND LEADERSHIP
DEGREE OF BACHELOR OF MANAGEMENT AND LEADERSHIP/
BACHELOR OF COMMERCE

UCU 102/BCM 421 : ETHICS AND PROFESSIONAL CONDUCT/BUSINESS
ETHICS

DATE: 19th July 2022

DURATION: 2 HOURS

MAXIMUM MARKS: 70

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **THREE** questions.
6. Question **ONE** carries **25 MARKS** and the rest carry **15 MARKS** each.
7. Write all your answers in the Examination answer booklet provided.

QUESTION ONE

Read the Case Study below carefully and, answer the questions that follow:

XYZ INSURANCE

You are a project manager who supports corporate- citizenship- funded programs for your large insurance company. You are responsible for helping choose proposals to support for environmental, community education, and alumni related projects. Last year, the division in which you work facilitated 120 sponsorships, engaged 100 employees, and provided nearly 25 speakers to various programs. You have a set of criteria to guide your decision- making process and to help proposals that demonstrate real need. This focus aligns with the mission of the company. Still, there are many organizations with proposals that are high profile, legacy, and/or ones also supported by executives at your firm. These executive- backed requests sometimes receive preferential treatment over the requests that do meet your needs criteria. Several individuals and groups in the company who are aware of these exceptions either shrug it off or feel comfortably conflicted. Executives form close ties with some of the groups who receive funding without going through our formal process. A dilemma your group faced last year occurred when one executive pressured you to fund a nonprofit that his sister founded. It was a small nonprofit with an environmental focus in an unassigned area and community in which our Program operates. Since this is not the only time executives have bypassed our company policy, it is one that smacked of nepotism!

While you hesitate to judge whether or not this particular executive was right or wrong, you continue to have issues with the assumed power and authority that executives in your firm take to trump your mandated mission and decisions with regard to funding needy programs. What more should you have done (should I do) to stand up for my personal and professional beliefs? Your reasoning to execute the sponsorship of that particular program was because you were afraid of the backlash if you did not act. The organization has created a culture where this is acceptable and even though you are not comfortable with this part of our culture, you cannot do much to change it at this point. You cringe at this particular situation and others

since you were raised with an ethic of fairness and acting justly toward others. If all people cannot act in a certain way, then no one should act that way. It is difficult managing this process in the real world because people and organizations inevitably have competing interests, stakes, and power in the hierarchy of a company.

Required

- a) Illustrate what exactly is the conflict of interest here in this case. (4 marks)
- b) Explain if this is a serious conflict of interest or just a "business as usual" situation. (6 marks)
- c) Discuss what you would have done in this situation before the executive took a decision to fund the sister's program if you had been the project manager. (6 marks)
- d) Asses the ethical theory (or approach) you used in your answer to question 1 c above. (9 marks)

QUESTION TWO

- a) Describe the two levels of ethics. (6 Marks)
- b) Explain ethics and examine four applications of ethical theories. (9 Marks)

QUESTION THREE

Examine Kohlberg's theory of moral development and examine its criticisms.

(15 marks)

QUESTION FOUR

- a) Identify the major critique levelled against multinational corporations. (6 marks)
- b) Define corporate social responsibility (CSR) and discuss arguments for CSR. (9 marks)

QUESTION FIVE

- a) Define Work place discrimination and illustrate four major forms of work place discrimination. (9 marks)
- b) The methods of price discrimination are grouped into three main groups. Discuss. (6 marks)

QUESTION SIX

- a) Identify the requirements to be satisfied before Whistle. (5 marks)
- b) Discuss five benefits of having a Code of ethics in an organization. (5 marks)
- c) Evaluate the justification of executive compensation. (5 marks)