



KENYATTA UNIVERSITY

EXAMINATION FOR THE DIPLOMA IN BUSINESS ADMINISTRATION

BBA 011: BUSINESS ETHICS

2ND SEMESTER 2025/2026

TIME: 2 HOURS

INSTRUCTIONS: ATTEMPT QUESTION ONE AND ANY OTHER TWO

Question 1

- a) Discuss the variety of sources from which individuals learn or inculcate ethical values. [10 marks]
- b) Explain any ten ethical principles that individuals in business must actively practice for ethical conduct. [10 marks]
- c) Ethical issues are better explained from a theoretical perspective. Explain any ^{Two} ~~three~~ normative theories of ethics. [10 marks]

Question 2

- a) A constructive step towards identifying and resolving ethical issues is to classify the issues relevant to most business organizations. Describe any five classifications of these ethical issues. [10 marks]
- b) How leaders motivate others to get to that goal is influenced by the values they bring to the position. Discuss the components of value-based leadership. [10 marks]

Question 3

- a) Professional ethics are crucial for employees in an organization. Discuss the Importance of Professional Ethics. [10 marks]
- b) Workplace ethics are ethical guidelines that define appropriate workplace behavior. Discuss ethical challenges in the workplace. [10 marks]

Question 4

- a) An ethical dilemma exists when no single good solution can be found. Discuss any four types of ethical dilemma. [10 marks]
- b) Discuss the relevance of corporate social responsibility in relation to a company's business ethics. [10 marks]