



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2011/2012

SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE

(AGRIBUSINESS MANAGEMENT AND TRADE)

KBT 205: BUSINESS ETHICS AND PSYCHOLOGY

DATE: Wednesday 28th March, 2012

TIME: 11.00 a.m. – 1.00 p.m.

INSTRUCTIONS

Answer Question ONE and any other TWO Questions.

- 1) a) Define the following terms as used in business (4 marks)
 - i). Business ethics
 - ii). Business psychology
 - b) Explain the following principles (6 marks)
 - i). The principle of corporate legitimacy
 - ii). The stockholder fiduciary principle
 - c) What are the requirements of a business as specified under the **social welfare term** of the social contract theory of business ethics (6 marks)
 - d) Briefly discuss the three normative theories of business ethics, highlighting their strengths and weaknesses (10 marks)
 - f) Write short notes on the following approaches to business ethics;
 - i). Profit approach (4 marks)
 - ii). Legal approach (4 marks)
 - iii). General moral obligation approach (3 marks)
 - iv). Stakeholder approach (3 marks)
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- 2) a) Explore the principle of Formal and Material Cooperation in business (10 marks)
 - b) Compare and contrast the Rights theory and the Equity theory of business (5 marks)

3) Discuss the following concepts as issues in agribusiness

- i) Trade and globalization *(4 marks)*
- ii) Power and control of resources *(4 marks)*
- iii) Science and technology *(3 marks)*
- iv) Profit and ethics *(2 marks)*
- v) Environment *(2 marks)*

4) Discuss the following ethical issues as applied in agribusiness

- i). Principle of Beneficence *(4 marks)*
- ii). Principle of Least harm *(3 marks)*
- iii). Principle of respect for autonomy *(4 marks)*
- iv). Principle of distributive justice *(4 marks)*