



REFORMED CHURCH UNIVERSITY

FACULTY OF COMMERCE

**BACHELOR OF COMMERCE HONOURS DEGREE IN
BUSINESS MANAGEMENT**

BUSINESS ETHICS

HBUM 120

PART 1 SEMESTER 2

TOTAL MARKS [100]

DATE: DECEMBER 2024

Time: 3 Hours

INSTRUCTIONS

1. This paper has **six (6)** questions
2. Answer question **One** and any other **three (3)** questions
3. Each question carries **25 marks**
4. Start each question on a new page

1. Citing relevant examples, explain factors that may be considered when conducting a stakeholder analysis in a business situation. (25)
2. Explain how the concepts of utilitarianism and deontology framework may approach the ethical dilemma of deciding whether to lay off employees to save a company. (25)
3. 'It's good PR, so it's ethical.' Critique this statement in relation to a company's social responsibility initiatives. (25)
4. With the aid of examples, discuss the ethical principles involved, relevant laws, and potential consequences for both companies and individuals within the finance industry. (25)
5. Citing a real-world example, explain how the concept of 'green washing' misleads consumers. (25)
6. Discuss the role played by corporate governance structures in promoting ethical business practices. (25)

END OF PAPER