



Strathmore
UNIVERSITY

STRATHMORE BUSINESS SCHOOL
MASTER OF MANAGEMENT IN AGRIBUSINESS
END OF SEMESTER EXAMINATION

MMA 8202: LEADERSHIP, GOVERNANCE AND ETHICS IN AGRIBUSINESS

Date: Wednesday 9th November 2022

Time: 2 Hours 30 Minutes

Instructions

1. This examination consists of **SIX** questions.
2. Answer **QUESTION ONE** and **ANY OTHER THREE** questions.

Question 1 (Mandatory) (25 marks)

- a) Give the technical definition of: **(5 marks)**
Character:
Ethics:
Business:
Moral Principles:
Governance:
- b) Why “do not harm” is the second principle of morals? **(5 marks)**
- c) What is the difference between a negative and a positive approach to ethics? **(5 marks)**
- d) The way a foreman uses authority improves performance. What were the four types of exercising authority based on demands and affection described by Diana Baumrind **(5 marks)**
- e) Briefly explain the characteristics of the natural moral law **(5 marks)**

Question 2 (25 marks)

John Mackey had the purpose of creating a culture of eating healthy organic produce. He co-founded Whole Foods, which became very successful among other things because of the four principles of Conscious Capitalism.

- a) Expound his four principles **(16 marks)**
- b) Using his principles, devise a strategy to apply them to your company **(9 marks)**

Question 3 (25 marks)

The 6 social ethical principles as defended by the personalistic theory should apply to all societies, from the family to the international societies. Explain each in detail and explain how they are lived in your company and what strategies you can use to improve on them. (2 marks for the definition, 1 marks for the explanation of how they are lived and 1 mark for the strategy of each, and 1 mark for overall clarity)

Question 4 (25 marks)

There are five types of internal goods (remember Anne's example).

- a) Explain them, **(10 marks)**
- b) Give an example how can each of the five goods can be increased in the employees of an agricultural enterprise. (do good) **(10 marks)**
- c) give an example of what policies can prevent each of the five bad things happening (avoid evil) **(5 marks)**

Question 5 (25 marks)

Explain the activities you would apply to your company to make it more ethical using Charles Kim's mantra "Better me + better you = better us."

- a) Explain what activities will you do to improve each of the employees. **(15 marks)**
- b) Explain what activities will you do to improve the community where they work **(10 marks)**

Question 6 (25 marks)

"Happiness is the meaning and the purpose of life. (...) Happiness is not pleasure, nor is it virtue. It is the exercise of virtue. Happiness cannot be achieved until the end of one's life." Aristotle

We discussed the four levels of being happy. Each level requires one of the four cardinal virtues.

- a) Explain the four levels of happiness **(8 marks)**
- b) Explain the four cardinal virtues **(8 marks)**
- c) Give an example of how to develop each virtue in the people working in agriculture. **(9 marks)**