



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

HAROLD PUPKEWITZ GRADUATE SCHOOL OF BUSINESS

QUALIFICATION CODE: 06DBPM	LEVEL: 6
COURSE CODE BBE612C	COURSE NAME: BUSINESS ETHICS
DATE: JUNE 2024	MODE: PM
DURATION: 3 HOURS	MARKS: 100

SECOND OPPORTUNITY EXAMINATION PAPER	
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MODERATOR:	Ms J Hambabi

INSTRUCTIONS
1. Answer ALL the questions. 2. Write clearly and neatly. 3. Number the answers clearly.

PERMISSIBLE MATERIALS

1. Examination paper
2. Examination script

THIS QUESTION PAPER CONSISTS OF 7 PAGES (INCLUDING THIS FRONT PAGE)

SECTION A

Question 1

[15x2=30]

Multiple choice questions from 1.1 – 1.15. Indicate the letter of the correct answer next to the corresponding question number. For example, 1.2 d.

- 1.1 What is job discrimination?
- To make positive decisions against employees who belong to a certain class because of morally unjustified prejudice toward members of that particular class.
 - To make a good decision against employees who belong to a certain class because of morally unjustified prejudice toward members of that particular class.
 - To make an adverse decision against employees who belong to a certain class because of morally justified prejudice toward members of that particular class.
 - To make an adverse decision against employees who belong to a certain class because of morally unjustified prejudice toward members of that particular class.
- 1.2 Which one is not an argument against discrimination?
- Utilitarian argument
 - Rights argument
 - Justice argument
 - Affirmative argument
- 1.3 The following are characteristics of monopoly market except:
- One seller
 - Quantity below equilibrium
 - Prices above equilibrium and supply curve
 - No barriers to entry
- 1.4 Fish Delish is chain of food stores whose major product is fish. Fish Delish would sell a franchise license to a person only if the person also agreed to purchase a certain number of cookers, fryers, and other supplies. This is an example of:
- Tying arrangement
 - Exclusive dealing arrangement
 - Retail price maintenance agreement
 - Manipulation of supply
- 1.5 If Toyota raises the prices of its new models of pickup trucks by 4 percent and General Motors and Ford follow by raising prices by a similar amount, then this is evidence of:
- a monopoly.
 - an oligopoly
 - pure competition
 - monopolistic competition.
- 1.6 Which of the following is NOT a valid criticism on the ethics of advertising?
- Advertising uses images that many find vulgar and offensive
 - Advertising debases the tastes of consumers
 - Advertising is wasteful

- d. Advertising promotes perfect competition
- 1.7 Which of the following makes freedom of choice impossible?
- a. Information
 - b. Probability
 - c. Misrepresentation
 - d. Ignorance
- 1.8 Under strict liability, which of the following is true?
- a. Absence of negligence or having exercised "due care" excuses the producer from liability for damages caused by their products.
 - b. Absence of knowledge of the product's potential for the harmful effects excuses the producer from liability for these harmful effects.
 - c. Both of the above.
 - d. None of the above
- 1.9 Major difficulties with utilitarianism:
- a. Unable to deal with moral issues relating to rights and justice.
 - b. Its reliance on accurate measurements.
 - c. All of the above.
 - d. None of the above.
- 1.10 The following is not a form of discrimination:
- a. isolated and intentional discrimination
 - b. isolated and unintentional discrimination
 - c. institutional and unintentional discrimination
 - d. isolated and institutional discrimination
- 1.11 Ethical violations destroy:
- a. nothing
 - b. jobs
 - c. trust
 - d. Profits
- 1.12 The concept that there are no relevant differences among people that can justify unequal treatment is known as?
- a. Egalitarianism
 - b. Utilitarianism
 - c. Socialism
 - d. None of the above
- 1.13 An approach to moral judgment that emphasis that we should cultivate loving and caring relationships in our conduct instead of relying on abstract concepts and principles.
- a. Retributive Justice
 - b. Ethics of Care
 - c. Utilitarianism
 - d. Virtue Ethics

1.14 To increase job satisfaction, jobs must be expanded along all of the following dimensions, except:

- a. Task identity
- b. Task complexity
- c. Task significance
- d. Feedback

1.15 A firm's main moral duty to its employees is to provide them with:

- a. Clean working environment
- b. Friendly supervisors
- c. Medical and dental insurance
- d. Fair wage and fair working conditions

Question 2**[10marks]**

Indicate whether the following statements are True or False. Answer all the questions in the answer booklet provided. Indicate true or false next to the corresponding number(s)

2.1	The prisoner's dilemma demonstrates that cooperation is not more advantageous than continuously trying to cooperate with others, at least when we will meet these others again.
2.2	Getting others to understand and support one's idea before a meeting is called an act of political tactic.
2.3	Categorical imperative is the requirement that I must act such that the maxim of my action could be made universal law (or the requirement that in acting I always treat others as ends in themselves and never as a means to an end).
2.4	In the market approach to consumer protection, if consumers do not place a high value on safety (or are unwilling to pay for it), then it is wrong to force them to accept higher levels of safety through regulation).
2.5	Perfectly competitive markets are regarded to be just because under perfect competition, no one can significantly affect prices of goods exchanged.
2.6	Intrinsic goods are things that are desired for their own sake, such as health and life.
2.7	Distributive justice and compensatory justice deal with how best to deal with wrongdoers
2.8	Contractual rights and duties are for the society as a whole.
2.9	Affirmative action is when preferential treatment in hiring , promotion, and dismissal favoring historically disadvantaged groups in an attempt to offset lingering effects of past discrimination and to counteract continuing unintentional and institutional discrimination: called "reverse discrimination" by detractors.
2.10	The "Anti-trust" view on how governments should deal with oligopoly corporations is that it should not be broken up.
	Total Marks 10

Question 3

[Marks 60]

- 3.1 When one deliberately keeps oneself ignorant to escape responsibility, that ignorance does not excuse the wrongful injury. When is a person morally responsible for an injury or a wrong? (3)
- 3.2 Monopoly markets are said to be unethical. What are the immoralities or ethical weaknesses of such markets? (6)
- 3.3 You are a senior executive at a pharmaceutical company responsible for approving new drug trials. One of the trials under consideration involves testing a drug developed by a close relative who works for a different pharmaceutical company.
- (a) The mere fact that one of the trials under consideration involves testing a drug developed by a close relative place you as a senior executive in a dilemma. Name and explain the type of dilemma that you find yourself in. (8)
- (b) How would you handle this dilemma to ensure fairness in the recruitment process? (2)
- 3.4 The fact that political tactics are usually covert means that they can easily become deceptive or manipulative and therefore unethical. Identify five examples of political tactics used in organizations. (10)
- 3.5 Arguments against job discrimination are generally grouped in three moral principles. Outline the arguments against discrimination. (6)
- 3.6 Some people are very allergic to peanuts or things derived from peanuts. A food company uses peanut oil in its products. On the ingredients list, the company only lists "vegetable oil" without specifying "peanut oil."
- (a) According to the contractual view, explain the four main moral duties of a business to its customers. (8)
- (b) In your opinion, did the company adhere to all the moral duties it has toward its customers? Motivate your answer. (3)
- 3.7 A company advertises its new skincare product as "clinically proven to erase wrinkles in just one week." The advertisement features before-and-after photos of individuals with visibly smoother and younger-looking skin after using the product. However, upon closer inspection, the company's claims are based on a small, unrepresentative sample size of individuals and do not accurately reflect the typical results of using the product.

- (a) All communication involves three elements. What are these elements? (3)
- (b) Briefly explain the role that each element of communication had played in rendering the advertisement about the new skin care product deceptive. (6)

3.8 Naomi works for a large pharmaceutical company. During a routine audit, she discovers evidence that the company is knowingly selling a drug that has harmful side effects not disclosed to the public.

- (a) What would you advise her to do and why? (5)

END OF EXAMINATION PAPER