



**NAMIBIA UNIVERSITY**  
OF SCIENCE AND TECHNOLOGY  
FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION  
DEPARTMENT OF GOVERNANCE AND MANAGEMENT SCIENCES

QUALIFICATION: BACHELOR OF MANAGEMENT	
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COURSE CODE: BBE612S	COURSE NAME: BUSINESS ETHICS
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DURATION: 3 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION - QUESTION PAPER	
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THIS QUESTION PAPER CONSISTS OF 6 PAGES (Including this front page)

INSTRUCTIONS	
1.	Answer all questions.
2.	Read all the questions carefully before answering.
3.	Marks for each question are indicated at the end of each question.
4.	Please ensure that your writing is legible, neat and presentable and start each Section on a new page.

Section A. Part 1: Multiple choice questions from 1 – 10. Answer all the questions in the answer booklet provided. [2X10 = 20marks]

QUESTION 1

1. 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
2. Which of the following issues is not investigated by Business Ethics?
  - (a) Systematic issues
  - (b) Corporate issues
  - (c) Public Education issues
  - (d) Individual issues
3. “It might be true that society as a whole would benefit by having some group discriminated against” is a/an \_\_\_\_\_ argument for discrimination.
  - (a) Kantian
  - (b) Capitalist
  - (c) Utilitarianism
  - (d) Communist
4. Which of the following is NOT a valid criticism of advertising ethics?
  - (a) Advertising is wasteful
  - (b) Advertising debases the tastes of consumers
  - (c) Advertising promotes perfect competition
  - (d) Advertising uses images that many find vulgar and offensive
5. Which of the following makes freedom of choice impossible?
  - a) Information
  - b) Probability
  - c) Misrepresentation
  - d) Ignorance
6. Ethics violations destroy:
  - (a) nothing
  - (b) jobs
  - (c) profits
  - (d) trust

7. An approach to moral judgment that emphasizes 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) Justice
  - (d) Virtue ethics
8. 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
9. Fish Delish is a chain a chain of food stores whose major product is fish. Fish Delish would sell a franchise licence to a person only if the person also agreed to purchase a certain number of coolers, fryers and other supplies from them. This is an example of:
- (a) Tying arrangement
  - (b) Exclusive dealing arrangement
  - (c) Retail price maintenance agreement
  - (d) Manipulation of supply
10. Which one of the following is not an argument against discrimination?
- (a) Rights argument
  - (b) Justice argument
  - (c) Affirmative action
  - (d) Utilitarian argument

Section A. Part 2: TRUE / FALSE

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)

QUESTION 2

[10marks]

No.	Questions
2.1	Categorical imperative is the requirement that I must act only on the maxim, whereby at the same time you can imply that it shall become a universal law.
2.2	Intrinsic goods are things that are desired for their own sake, such as health and life.
2.3	Contractual rights and duties are for the society.
2.4	Employees must be given the opportunity to give or withhold consent before their private lives are investigated and should be informed of any surveillance.
2.5	Firms in perfectly competitive free markets often engage in price fixing.
2.6	Whistle-blowing in business, is when an individual demands a consideration from persons outside the firm as a condition for favorably dealing with them.
2.7	Some laws have nothing to do with morality.
2.8	Getting others to understand and support one's idea before a meeting is called and act of political tactic.
2.9	Quotas is the practice by which government agencies earmark a percentage of their budget exclusively for hiring minority contractors now legally prohibited "except as a last resort" in "an extreme case."
2.10	Ethical relativism is the theory that, because different societies have different ethical beliefs, there is no rational way of determining whether an action is morally right or wrong other than by asking the people of that society what they believe.
Total	[10marks]



QUESTION 3

- 3.1. Explain the three basic ethical issues that business ethics deals with. (6)
- 3.2. Fundamental principle of Distributive Justice is that equals should be treated equally and unequal's treated unequally. Give a short explanation of distributive justice. (2)
- 3.3. Briefly discuss the four types of distributive justice. (8)

QUESTION 4

Monopoly markets are said to be unethical. What are the immoralities or ethical weaknesses of such markets?

(6)

QUESTION 5

List any five of the most common types of political tactics encountered in a business organization.

(10)

QUESTION 6

An automobile manufacturer releases a new model of electric car marketed as environmentally friendly and energy-efficient. However, after several months on the market, reports emerge of battery fires and malfunctions in the electric car, posing safety hazards to drivers and passengers.

- 6.1. With reference to the case, explain what the due care theory entails, focusing on the importance of exercising reasonable care to prevent harm. (9)

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."

- 6.2. According to the contractual view, explain the four main moral duties of a business to its customers. (12)

#### QUESTION 7

Elaborate on the most basic duty that a business owes it's customers according to the duty to comply. (8)

#### QUESTION 8

To lessen the negative effects of specialization, employers should expand jobs along five dimensions. Name and explain any of the 3 (three) dimensions. (9)