



PAMIBIA 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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DURATION: 3 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER				
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MODERATOR:	Prof. Asa			

THIS QUESTION PAPER CONSISTS OF 7 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.

PERMISSIBLE MATERIALS

1. Examination question paper
2. Examination answer sheet

Section A. Part 1: Multiple choice questions from 1 – 10. Answer all the questions in the answer booklet provided.

[1X10 = 10marks]

QUESTION 1

1. An act may be part of the isolated behavior of a single individual who: (apart from which one)
 - (a) Unintentionally discriminates based on personal prejudice.
 - (b) An act may be part of the routine, institutionalized behavior of a group.
 - (c) The act must intentionally discriminate out of personal prejudice.
 - (d) An act may be part of the isolated behavior of a single individual who unintentionally discriminates because he or she uncritically adopts the practices and stereotypes of his or her society.

2. The following is one of the anticompetitive practices oligopolistic and monopolistic firms engage in except:
 - (a) service fixing
 - (b) price fixing
 - (c) manipulation of supply
 - (d) price discrimination

3. According to _____, an invisible hand is the market competition that drives self-interested individuals to act in ways that serve the society
 - (a) John Locke
 - (b) David Ricardo
 - (c) Adam Smith
 - (d) Karl Marx

4. _____ is privacy with respect to a person's inner life. This includes the person's thoughts and plans, personal beliefs and values, feeling, and wants.
 - (a) Physical privacy
 - (b) Personal privacy
 - (c) Psychological privacy
 - (d) Spiritual privacy

5. In this view, the employee's main moral duty is to work toward the goals of the firm. This view is referred to as:
 - a) Law of Legitimacy
 - b) Law of Structure
 - c) Law of Agency
 - d) Law of Duty

6. John is the purchasing officer in the Ministry of Works and Transport, at the moment he got a task of purchasing computers for the government to the tune of N\$100 000 000. One of the suppliers is offering him a bribe of N\$200 000. If John accepts the bribe, that acceptance will have the following effect on the market.
- The computers of the briber will compete equally with the computers of other sellers.
 - The market will be open for other sellers to enter.
 - It will have no effect on the market
 - It will serve as a barrier to others entering the market; the briber becomes, in effect, a monopoly seller.
7. Affirmative action calls for _____ steps to eliminate the effects of past discrimination.
- macro
 - positive
 - micro
 - negative
8. In determining the ethical nature of payments used for purposes other than to shut out other competitors from a market, the following considerations are relevant:
- Is the offer of a payment initiated by the payer, or does the payee demand the payment by threatening injury to the payer's interests?
 - Is the payment made to induce the payee to act in a manner that violates his or her official sworn duty to act in the best interests of the public?
 - None of the above.
 - (a) and (b)
9. Arguments against discrimination are:
- Utilitarian, rights and justice arguments
 - Rights, entitlements and fairness arguments
 - Justice and Kantian arguments
 - Civil and criminal
10. According to Adam Smith a natural price is _____.
- the price that is charged when demand is greater than supply
 - the price that is charged when supply is greater than demand
 - the price that just covers the cost of producing the costs of producing the commodity including the going rate of profit obtainable in order markets
 - Is the price that gives the firm abnormal profits

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	Justice arguments against discrimination point out that degrading stereotypes undermine the self-esteem of the groups that are discriminated against.
2.2	Management is setting a new direction or vision for a group to follow.
2.3	Governments are legitimate countervailing means of balancing the power of the large corporation.
2.4	Adam Smith assumed that Human beings are solely motivated by self-interested desire to make a profit.
2.5	Most collusion between oligopolies is based on spoken forms of cooperation.
2.6	Institutional discrimination is intentional or unintentional discrimination due to organizational policy or practices.
2.7	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.
2.8	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.
2.9	Objective conflicts of interest are conflicts of interest based on financial relationships.
2.10	Alienation is not allowing lower working class to develop their productive potential, satisfying their real human needs.
Total	[10marks]

SECTION B. SHORT/ESSAY QUESTIONS

[60marks]

QUESTION 3

Lawrence Kohlberg identified six stages of moral growth / development. Explain the first five stages of moral growth / development in detail.

(10)

QUESTION 4

4.a) Fundamental principle of Distributive Justice is that equals should be treated equally and unequals treated unequally. Give a short explanation of distributive justice.

(2)

4.b) Briefly discuss the types of distributive justice.

(8)

QUESTION 5

What types of unethical practices are common in oligopolies? How do they occur? Discuss any five.

(10)

QUESTION 6

Despite the difficulties with arguments against discrimination, there are five widely recognized categories of discriminatory practices. Identify those discriminatory practices and explain them.

(10)

QUESTION 7

Bribes and extortion are obviously unethical and create clear conflicts of interest. Accepting gifts may or may not be ethical, depending on a number of factors. Briefly explain any five of these factors.

(10)

QUESTION 8

Briefly explain the five characteristics of moral standards.

(10)

Red Bull gives you.... increased risk of heart disease, say scientists

By Fiona Macrae

UPDATED: 22:50 GMT, 15 August 2008

Just one can of Red Bull could raise the risk of heart attack or stroke, even in young people, researchers have warned.

A study of university students found drinking one 250ml can of the sugar-free version of the energy drink that 'gives you wings' increased the 'stickiness' of the blood and raised the risk of life-threatening clots.

Health doubts: Sugar-free Red Bull

Researcher Dr Scott Willoughby said: 'One hour after they drank Red Bull, (their blood systems) were no longer normal. 'They were abnormal like we would expect in a patient with cardiovascular disease.

'If you get an increase in stickiness and a decreased ability of the blood vessels to stop its stickiness, that adds up to a bad situation.

'If you add in other risk factors for cardiovascular disease - stress or high blood pressure - this could be potentially deadly.'

Dr Willoughby, of the Cardiovascular Research Centre at the Royal Adelaide Hospital, said he was 'alarmed' at the results and would not drink Red Bull himself.

Those with underlying heart or circulatory problems should think twice before buying the caffeine-loaded drink, he said.

The results, reported in the Australian newspaper, also shocked the students taking part, some of whom drank up to eight cans a night to help them stay awake to study. Many now refuse to drink Red Bull again.

Red Bull is banned in Norway, Uruguay and Denmark because of health fears, but the company last year sold 3.5 billion cans and bottles in 143 countries.

In Britain alone, it has sales of £271 million a year, with much of the cash spent in bars and clubs where it is a popular mixer with vodka and other spirits.

Previous studies have warned the stimulant effect of Red Bull can mask some of the tell-tale signs of drunkenness - putting revellers at risk of injury and attack because they do not realise how intoxicated they are.



Dr Willoughby said drinking Red Bull caused the blood 'to become sticky'

The Australian researchers said that two of the drink's ingredients - caffeine and the amino acid taurine - may have dangerous consequences for the heart when taken together.

Dr Willoughby said: 'Caffeine and taurine - both of these individually point towards being beneficial but maybe there's something quirky about the effect of the combination of the two that is causing this reaction, that is what we need to look at next.'

Formulated by the marketing director of an Austrian toothpaste company in the 1980s, one can contains 80 mg of caffeine, around the same as a cup of filter coffee, or two cups of instant.

However, cans do carry health warnings advising people not to drink more than two a day.

Dr Willoughby said: 'If you have any predisposition to cardiovascular disease, I'd think twice about drinking it.'

Source: <http://www.dailymail.co.uk/health/article-1045195/Red-Bull-gives---increased-risk-heart-disease-say-scientists.html>

QUESTION 9

- 9.1. In which of the three theories of consumer protection would the price of Red Bull necessarily have to be the highest and why? (2)
- 9.2. It is alleged in the case that Red Bull could raise the risk of heart attack or stroke. Do you think due care was exercised in producing Red Bull? Motivate your answer. (10)
- 9.3 Outline the four main moral duties of contractual theory of business firms' duties to consumers. (8)

