



**CHRISTIAN SERVICE UNIVERSITY COLLEGE**  
**KUMASI, GHANA**  
**CSUC SCHOOL OF BUSINESS**  
**DEPARTMENT OF HRM, MARKETING, ACCT & BANKING & FINANCE**  
**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**  
**END OF SECOND SEMESTER EXAMINATIONS – 2018/19 ACADEMIC YEAR**  
**LEVEL 300**  
**CSBG:346 BUSINESS ETHICS**

**MAY, 2019**

**70 Marks**

**Time Allowed: 2 Hours**

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- This exam is made up of two sections; namely sections A&B
  - Answer All Questions in Sections A by circling the answer in the question paper.
  - Answer Three Questions in this Section B in the answer booklet

*Examiner: Andrew Victor K. Blay Jnr*

**SECTION A**

**Answer All Questions in this Section, one attempt for the circling the correct answer. (40 marks)**

1. .... is a form of applied ethics or professional ethics that examines ethical principles and moral or ethical problems that arise in a business environment?
  - a. Ethics
  - b. Business Ethics
  - c. Environmental Ethics
  - d. Social responsibility
2. Radioactive Pollution occurs due to .....
  - a. The industrial wastes dumped into the rivers and other water bodies
  - b. Nuclear plant malfunctions, improper nuclear waste disposal, accidents
  - c. When noise which is an unpleasant sound affects our ears
  - d. All of the above
3. .... Is a branch of ethics that studies the relation of human beings and the environment and how ethics play a role in it.
  - a. Corporate Ethics
  - b. Environmental Ethics
  - c. Business Ethics
  - d. Social Ethics
4. Which of the following is not usually the objective of a code of ethics?
  - a. to create an ethical workplace
  - b. to evaluate the ethical components of the proposed actions of the employees
  - c. to improve the public image of the company
  - d. to enhance the profits of the business continuously
5. The social responsibility of business towards shareholders or investors include the following except .....
  - a. Provide reasonable return on their investment
  - b. Protect their investment
  - c. Regularly provide an up-to-date, accurate and full information on the working of business
  - d. Give them a meaningful work that suits their individual expertise or skills
6. .... Is a legal document from a judge that stops someone from doing something?
  - a. Restraining order
  - b. Living will
  - c. Memorandum
  - d. Patent
7. .... is a Contract between a company and a senior employee such as a senior manager
  - a. Service Contract
  - b. Living will
  - c. Order
  - d. Restraining order

8. Which of the following is not a legal document?
- Certificate
  - Deed
  - bond
  - None of the above
9. Whistleblowers are employees of an Organisation that go beyond .....
- Normal procedures & loyalty to their employer and report wrongdoing in the interest of the public good
  - their duties and expectation in order to highlight wrong within the organization
  - their duties and create problems for other staff
  - All of the above
10. .... is where by a Neutral, third-party verifiable process to understand, measure, report on, and help improve an organization's social and environmental performance
- Environmental Ethics
  - Social Responsibility
  - Corporate Ethics
  - Ethical Auditing
11. Which of the following is not part of the four categories of the personal value system?
- Spiritual Value
  - Family Values
  - Career value
  - None of the above
12. The social responsibility of business towards employees or workers include which of the following?
- Provide quality goods and/or services at reasonable prices
  - Provide a good after sales services and customer support
  - Prevent environmental degradation caused due to haphazard and unchecked pollution of air, water and land
  - Give them a meaningful work that suits their individual expertise or skills.
13. Define morality .....
- What is considered as correct within a society
  - Making the right decision's where there is a chance to do wrong
  - Defining what is right and wrong for an individual or a community
  - All of the above
14. Dealing with ..... is an area where businesses encounter ethical issues and dilemmas. These ethical issues could be the question of, fair wages and conditions of service, sexual harassment at the workplace and taking advantage of the company resources – eg. Phone for personal use; etc.
- Employers
  - Employees
  - Stakeholders
  - Shareholders
15. Stakeholders are considered more important to an organization when
- they can make use of their power on the organization
  - they do not emphasize the urgency of their issues



- c. their issues are not legitimate
  - d. they can express themselves articulately
16. What is business ethics?
- a. The study of business situations, activities, and decisions where issues of right and wrong are addressed
  - b. Defined as decisions organisations make on issues that could be considered right or wrong
  - c. Ethics that can be applied to an organisation's practices
  - d. Ethical processes businesses use in order to achieve a good ethical standard
17. Which is not a reason a business engages in business ethics?
- a. To recover a company's image after a notorious business scandal
  - b. To avoid the loss of a good corporate image or being sued for misconduct
  - c. To enhance global relationships
  - d. To enhance stakeholder relationships
18. Which one isn't a reason why business ethics is important?
- a. The power and influence of business, means it has the potential to inflict harm on society
  - b. Stakeholders increasingly demand ethical behaviour
  - c. Continued occurrence of ethical infractions shows it's needed
  - d. Ethical companies are more likely to achieve government funding and local funds
19. What are ethical theories?
- a. Ethical theories are conduct that should be followed in order to have good ethical practice
  - b. Ethical theories are the rules and principles that determine right and wrong for any given situation
  - c. Ethical theories are ancient hypothesis' on how to create good business practice
  - d. Ethical theories give guidelines on how to achieve a good corporate image
20. The community relations function should develop community mission statements assess opportunities, and identify priorities for the types of contributions a business will make by?
- a. Consistently privileging one stakeholder group
  - b. Considering only internal constituents
  - c. Remaining independent of all stakeholder group
  - d. Co-operating with various internal and external constituents
21. What is Whistleblowing?
- a. Whistleblowers are employees of an organisation that go beyond normal procedures & loyalty to their employer and report wrongdoing in the interest of the public good
  - b. Whistleblowers are employees go beyond, their duties and expectation in order to highlight wrong within the organization
  - c. Is an Act
  - d. Is an enforcement mechanism
22. The four types of social responsibility include:
- a. legal, philanthropic, economic, and ethical
  - b. ethical, moral, social, and economic
  - c. philanthropic, justice, economic, and ethical
  - d. legal, moral, ethical, and economic
23. The \_\_\_\_\_ dimension of social responsibility refers to a business's societal contribution of

time, money, and other resources.

- a. ethical
- b. philanthropic
- c. volunteerism
- d. strategic

24. A stakeholder orientation includes all of the following activities except:

- a. generating data about stakeholder groups
- b. assessing the firm's effects on stakeholder groups
- c. distributing stakeholder information throughout the firm
- d. minimizing the influence of stakeholder information on the firm

25. Which moral philosophy seeks the greatest good for the greatest number of people?

- a. Consequentialism
- b. Utilitarianism
- c. Egoism
- d. Ethical formalism

26. Truthfulness in marketing communication is an example of.....

- a. Ethics
- b. Business Ethics
- c. Marketing Ethics
- d. Corporate Social Responsibility

27. Carroll's four-part model of corporate social responsibility focuses on the 4 interrelated responsibilities. Which of the following group of responsibilities is not included in this model?

- a. Economics
- b. Legal
- c. Ethical
- d. Technological

28. A company promoting "Tasty" fatty foods that might lead to consumers suffering from heart disease and obesity could be accused.

- a. Deceptive Selling
- b. Misleading advertising
- c. Invasion of Privacy
- d. Short-Termism

29. Better access to certain market, differentiation of products, and the sale of pollution-control technology are ways in which better environmental performance can?

- a. Increase revenue
- b. Increase costs
- c. Decrease revenue
- d. Decrease costs

30. To be successful, business ethics training programs need to.....

- a. Focus on personal opinions of employees
- b. Be limited to upper executive
- c. Educate employees on formal ethical frameworks and models of ethical decision making
- d. Promote the use of emotions in making tough ethical decision.

31. For referent power to be effective, what must exist between individuals in the relationship?
- Antipathy
  - Rivalry
  - History
  - Empathy
32. Most companies begin the process of establishing organizational ethics programs by developing?
- Ethics training programs
  - Codes of Conduct
  - Ethics enforcement mechanisms
  - Hidden Agendas
33. When a firm charges different price to different groups of customers, it may be accused of.
- Cultural Relativism
  - Money Laundering
  - Facilitating Payment
  - Price Discrimination
34. Successful global initiatives addressing standards for business ethics must begin and end with?
- The role of corporate governance and shareholders power in corporate decision making.
  - Social Activism
  - The implementation of standardized programs
  - The consolidation of economic and environmental efforts.
35. The social economy partnership in business ethics philosophy emphasizes.
- Cooperation and assistance
  - Profit Maximization
  - Competition
  - Restricting resource and support.
36. The first step in the auditing process in business ethics should be to secure the commitment of.
- Employees
  - Top executive and Directors
  - Stockholders
  - Customers
37. Codes of Conducts and Codes of ethics.....
- Are formal statement that describe what an organization expects of its employees.
  - Become necessary only after a company has been in legal trouble
  - Are designed for top executive and manages, not regular employees
  - Rarely become an effective component of the ethics and compliance program.
38. .... are standards of behaviour that groups expect of their members.
- Codes of Conducts
  - Codes of Ethics
  - Group values
  - Group norms



39. .... refers to a strategic process involving stakeholder assessment to create long term relationships with customers, while maintaining, supporting and enhancing the natural environment.
- a. Eco-strategy
  - b. Green marketing
  - c. Superfund reauthorization
  - d. Recycle and reprocess management
40. To determine key areas that requires support and to refine the mission statement, accompany should periodically conduct.
- a. A community needs assessment
  - b. Effective governance
  - c. Cause-related marketing
  - d. Community field trips

**SECTION B (ANSWER ANY (3) THREE QUESTIONS )      30MARKS**

1. (a) What is the ethical relativism? Explain by using at least one example **(5 Marks)**  
(b)What are the two sources of threats to the environment? Discuss each briefly. **(5 Marks)**
  
2. (a)Since company are not **HUMAN** individuals, how can you hold the employees responsible for the wrong acts of a company? Explain with least one example **(5 Marks)**  
(b)What are the two basic types of privacy? Discuss each briefly. **(5 Marks)**
  
3. (a) Are values closely related to ethics? Explain **(5 Marks)**  
(b) Why is the *“right to due process”* the most critical right of an employee? **(5 Marks)**
  
4. (a) What is the importance of Business Ethics? **(5 Marks)**  
(b)List the benefits derived from social responsibility? **(5 Marks)**