



**UNIVERSITY OF JOHANNESBURG**

**DEPARTMENT OF ACCOUNTANCY**

**BUSINESS ETHICS & CITIZENSHIP**

<b>FINAL ASSESSMENT OPPORTUNITY</b>
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**FIRST EXAMINER:** MR C FISHER

**TIME:** 60 MINUTES

**MARKS:** 50 MARKS

**INSTRUCTIONS:**

1. This paper consists of **five** pages. If your paper does not contain all the pages, please raise your hand so that a replacement paper can be handed to you.
2. Answer all the questions.
3. No tippex or pencil may be used on your answer sheets. Pages on your answer sheets that contain pencil or tippex will be marked as such and will not be eligible for a remark.
4. All the examination regulations of the UJ and the policy document for students of the Department of Accountancy will apply during this assessment.
5. Keep this paper for your record purposes.
6. The neatness, disclosure and presentation of your answers will be taken into account when marking your paper.
7. Read questions carefully, if you need to provide explanations you should always use full sentences, refrain from simply naming facts.

## QUESTION 1

20 MARKS

You are required to answer the following multiple choice questions of 2 marks each:

1. Which of the following **best** describes minimal affirmative action
  - a. We should create as many opportunities for as many people as possible.
  - b. We should engage in targeted hiring and promoting people from designated groups
  - c. We should create as many opportunities for as many people as possible and we should engage in targeted hiring and promoting people from designated groups
  - d. We should make sure that government departments use companies from designated groups when procuring services.
2. According to Utilitarianism, you are a subject of moral consideration if:
  - a. You are rational
  - b. You act as a utilitarian says you should act
  - c. You are able bodied
  - d. You are capable of feeling pleasure and pain.
3. Which of the following **best** describes unintentional discrimination
  - a. Laws and policies that exclude people from certain groups from the job market.
  - b. Laws and policies that don't mean to exclude people from the job market, but that eventually do.
  - c. Colonialism and apartheid
  - d. Practices and cultures that unconsciously exclude people from certain groups from the job market.
4. Which of the following **is not** a consideration **against** affirmative action:
  - a. Affirmative action increases our awareness of our differences.
  - b. Affirmative action is positive discrimination based on race, gender and ability and this is immoral.
  - c. Affirmative action sometimes makes financial institutions less profitable.
  - d. Affirmative action sometimes helps redress past inequities.

5. According to the “Minimal Information Rule”:
- a. Companies need not give any information about their products in advertising.
  - b. Companies must give only information that would help avoid injury from use of the product.
  - c. The company is under no obligation to give any information the customer does not ask for.
  - d. Misrepresentation in some cases is moral.
6. What is the central point of “The Opportunity Argument”?
- a. That limiting opportunity means something different to limiting outcomes and limiting outcomes is less morally problematic than limiting outcomes.
  - b. That limiting opportunity means something different to limiting outcomes.
  - c. That limiting opportunity means something different to limiting outcomes and they are morally problematic in equal amounts
  - d. That limiting opportunity means something different to limiting outcomes and limiting outcomes is more morally problematic than limiting outcomes.
7. According to Rawls, we ensure justice by:
- a. Consulting competent judges about the nature of justice.
  - b. Organizing society from within the Original Position
  - c. Acting in line with the principle of utility.
  - d. Acting in line with the Categorical Imperative
8. Which of the following was a **defining** characteristics of Kaiser Aluminum’s affirmative action policies:
- a. It involved the government offering them contracts if their employment equity improved.
  - b. It included a skills development program for the existing employees who came from designated groups.
  - c. It required certain of its working capital to be spent procuring goods from suppliers who were majority owned by designated groups.
  - d. It said that no new employees from non-designated groups would be considered for positions.
9. Free choice is at issue in advertising when:
- a. Companies force their customers to buy goods.
  - b. Companies lie in their adverts.
  - c. Companies portray their products in a positive light.
  - d. Companies create desires so strong in their customers that their free will is compromised.

10. According to The Argument From Ownership, the purpose of a corporation is to maximize profit because:

- a. Limiting shareholder profits is like tax and tax undermines private property ownership.
- b. Private property ownership is very important.
- c. Businesses who make decisions to lower profits undermine private property ownership by limiting the benefits owners of the company gain from their businesses.
- d. Limiting shareholder profits is undemocratic.

**QUESTION 2****30 MARKS**

You are required to answer each of the following questions:

1. What is the difference between minimal and maximal affirmative action? Which do you think is best to address employment inequity in South Africa? (10)
2. When is advertising immoral? Be sure to mention relevant class material in justifying your answer. (10)
3. Which moral theory (Utilitarianism or Kantianism) is best? How would it change the way South Africans set economic policy today? (10)