



INSTRUCTOR USE ONLY	
GRADE	GRADED BY

DATE: \_\_\_\_\_

NAME: \_\_\_\_\_

STUDENT NUMBER: \_\_\_\_\_

**Business Ethics**  
**Proctored Final Examination**  
**Exam Number: 352860**

**PART A: Answer each of the following questions in a composition of two or three paragraphs. Each answer is worth 20 points.**

1. Explain why *marketing* is an important issue in a discussion of business ethics. Provide three examples of topics in the area of marketing discussed in your book.
2. Explain the three major approaches to ethics discussed in your text: *utilitarianism*, *principles-based ethics* and *virtue ethics*.
3. Explain what *sustainability* means and describe the ways in which sustainability is important to businesses.

**PART B: Answer each of the following questions in one to three sentences. Each answer is worth 4 points.**

1. In terms of the workplace, define the concept of *diffusion of responsibility*.
2. What is the meaning of *normative myopia*?
3. What kinds of issues are often encountered in deciding *executive compensation*?
4. What does *FSGO* stand for and what role does it play in the workplace?
5. Does the law currently effectively address all privacy and technology-related issues?
6. Define *personal integrity*.

3528602

(Continued on reverse side)

7. What is *job discrimination*, and what is its origin?
8. What is employment at will (EAW)?
9. What is the definition of *whistle-blowing*, and who may act as a whistle-blower?
10. What is the difference between *etiquette* and *morality*?