

## ***Chapter 1***

### ***The Foundation of Ethical Thought***

#### ***Multiple Choice Questions***

##### ***Utilitarian Ethics: One Playground at a Time***

1. Which country is the focus of “Utilitarian Ethics: One Playground at a Time”?

- a. India
- b. Bangladesh
- c. **South Africa**
- d. Nigeria

***Difficulty: Easy      Page 1***

2. “Utilitarian Ethics: One Playground at a Time” addresses what problem?

- a. not enough schools in the country
- b. not enough children going to school
- c. **lack of clean drinking water in the community**
- d. lack of shelter in the community

***Difficulty: Easy      Page 1***

3. What is one of the reasons why there was a lack of clean water in South Africa?

- a. Arid climate
- b. **Original settlers had planted vegetation that was not indigenous to South Africa**
- c. Rapid population growth
- d. Poor water management by the government

***Difficulty: Moderate      Page 1-2***

4. What is the weight that the buckets could weigh which the women had to carry back to their villages?

- a. 10 pounds
- b. 20 pounds
- c. 30 pounds
- d. **40 pounds**

***Difficulty: Difficult      Page 2***

5. What did Trevor Field develop to help solve the problem of lack of clean water?

- a. a water filter
- b. **a water pump**
- c. a water pipeline
- d. a lighter water carrier

***Difficulty: Easy      Page 2***

6. What was the cost of the device used to solve the problem of lack of clean water?
- a. **\$7,000**
  - b. \$10,000
  - c. \$20,000
  - d. \$50,000

**Difficulty: Moderate**

**Page 2**

7. How did the play pump work in order to generate clean drinking water?
- a. It was designed like a teeter totter to create a pumping action
  - b. **It was designed like a merry-go-around to create a pumping action**
  - c. It was designed like a swing to create a pumping action
  - d. It was designed like a slide to create a pumping action

**Difficulty: Moderate**

**Page 2**

### **Introduction**

8. The values an individual uses to interpret whether any action is acceptable and appropriate is called:
- a. **Ethics**
  - b. Business Ethics
  - c. Group Ethics
  - d. Integrity

**Difficulty: Easy**

**Page 2**

9. Ethics can be defined as:
- a. the ability to determine right from wrong
  - b. **the identification of the value used by an individual to interpret whether any action is acceptable and appropriate**
  - c. the ability to calculate whether the action is legal or illegal
  - d. the ability to understand how human actions need to be accountable

**Difficulty: Easy**

**Page 2**

10. The collective values of a business organization that are used to evaluate the collective behavior of members of an organization is called:
- a. Ethics
  - b. **Business Ethics**
  - c. Group Ethics
  - d. Integrity

**Difficulty: Easy**

**Page 3**

11. Business ethics can be defined as:

- a. the determination of accountable behavior within an organization
- b. an evaluation of the ethical and legal conduct of employees within an organization
- c. **the collective values of a business organization used to evaluate the collective behavior of members within an organization**
- d. the collected values of the top decision makers within an organization

**Difficulty: Easy Page 3**

### ***The Foundation of Ethical Theory***

#### ***Types of Ethical Examinations***

12. The presentation of the facts related to specific actions of an individual or organization is called:

- a. Analytical Ethics
- b. **Descriptive Ethics**
- c. Normative Ethics
- d. Narrative Ethics

**Difficulty: Moderate Page 4**

13. Descriptive Ethics can be defined as:

- a. the ability to determine the facts of the ethical issue
- b. the ability to verify the facts of an ethical issue
- c. **the presentation of the facts related to specific actions of an individual**
- d. the presentation of opposing viewpoints related to an ethical issue

**Difficulty: Moderate Page 4**

14. The process in order to understand the rationale of the actions made by the decision maker is called:

- a. **Analytical Ethics**
- b. Descriptive Ethics
- c. Normative Ethics
- d. Narrative Ethics

**Difficulty: Moderate Page 4**

15. Analytical Ethics can be defined as:

- a. the ability to use facts in order to analyze the ethical issue
- b. the ability to have others analyze the facts of the ethical issue
- c. the ability to analyze how to obtain facts pertaining to an ethical issue
- d. **the ability to understand the rationale of the action made by an individual**

**Difficulty: Moderate Page 4**

16. A prescribed course of action used to help guide the ethical decision making process is called:

- a. Analytical Ethics
- b. Descriptive Ethics
- c. **Normative Ethics**
- d. Narrative Ethics

***Difficulty: Moderate Page 4***

17. Normative Ethics can be defined as:

- a. using values and norms to determine what is ethical
- b. using the criteria of “what would a normal person do” in order to determine ethical behavior
- c. agreeing to the norms established by society in order to determine ethical behavior
- d. **using a prescribed course of action to help foster ethical behavior**

***Difficulty: Moderate Page 4***

### ***Teleological Frameworks***

18. Teleological frameworks focus on:

- a. the communication of ethical beliefs
- b. the ability to rationalize unethical behavior
- c. **the results of the conduct of the individual**
- d. the ability to focus on the means instead of the ends of unethical conduct

***Difficulty: Moderate Page 4***

19. Teleological comes from the Greek word “telos” which means:

- a. Truth
- b. Values
- c. Duty
- d. **Fulfillment**

***Difficulty: Difficult Page 4***

20. Which of the following is not a Teleological framework?

- a. Utilitarianism
- b. Sidgwick’s Dualism
- c. Ethical Egoism
- d. **Kant’s Ethics**

***Difficulty: Easy Page 4-6***

21. In Ethical Egoism, “ego” is Latin for:

- a. **one’s self**
- b. one’s fulfillment
- c. one’s beliefs
- d. one’s goals

***Difficulty: Moderate Page 5***

22. Focusing on one's own self interests is called:

- a. Utilitarianism
- b. Sidgwick's Dualism
- c. **Ethical Egoism**
- d. Kant's Ethics

**Difficulty: Moderate Page 4**

23. Which of the following individuals was not a believer of Ethical Egoism?

- a. Ayn Rand
- b. Thomas Hobbes
- c. Plato
- d. **Aristotle**

**Difficulty: Difficult Page 4**

24. The ethical theory that supports actions that provide the greatest good to the greatest number is called:

- a. **Utilitarianism**
- b. Sidgwick's Dualism
- c. Ethical Egoism
- d. Kant's Ethics

**Difficulty: Moderate Page 5**

25. Utilitarianism is based on the word utility which is defined as:

- a. the ability to utilize facts to determine ethical values
- b. **the accumulation of each person's utility into a society based utility**
- c. the ability to have alternative or utility actions considered when resolving an ethical issue
- d. the ability to recognize the value or utility of others

**Difficulty: Moderate Page 5**

26. Which of the following individuals was not a believer of Utilitarianism?

- a. John Stuart Mills
- b. Jeremy Bentham
- c. Trevor Field
- d. **Socrates**

**Difficulty: Difficult Page 5**

27. Sidgwick's Dualism attempts to bridge the gap between:

- a. Existentialism and Utilitarianism
- b. Kant's Ethics and Ethical Egoism
- c. **Utilitarianism and Ethical Egoism**
- d. Existentialism and Kant's Ethics

**Difficulty: Moderate Page 6**

28. In Sidgwick's Dualism, Sidgwick calls Utilitarianism:

- a. rational agreement
- b. rational collectivism
- c. rational utility
- d. **rational benevolence**

*Difficulty: Difficult Page 6*

29. In Sidgwick's Dualism, Sidgwick calls Ethical Egoism:

- a. selfishness
- b. **prudence**
- c. self-serving
- d. self-centered

*Difficulty: Difficult Page 6*

30. Sidgwick's Dualism tries to find a balance between:

- a. self-serving and rational utility
- b. **prudence and rational benevolence**
- c. rational agreement and self-centeredness
- d. rational collectivism and selfishness

*Difficulty: Difficult Page 6*

31. Who of the following would be considered a supporter of Sidgwick's Dualism?

- a. Plato
- b. Socrates
- c. **Adam Smith**
- d. Garrett Hardin

*Difficulty: Difficult Page 6*

### ***Deontological Frameworks***

32. Deontological Frameworks focus on:

- a. whether the results are favorable or not
- b. **the duty or obligation in determining whether the actions are wrong or right**
- c. how individual beliefs must be reconciled with social beliefs
- d. the benefit of the end result compared with the method needed to get to the end result

*Difficulty: Moderate Page 6*

33. The Ethical framework which focuses on the duty or obligation in determining whether the actions are wrong or right is called:

- a. teleological
- b. duty based
- c. **deontological**
- d. mixed

*Difficulty: Moderate Page 6*

34. Which of the following is not a Deontological Framework?

- a. **Intuitionism**
- b. Existentialism
- c. Contractarianism
- d. Kant's Ethics

**Difficulty: Easy Page 6-7**

35. Deontological is derived from the Greek word "deon" which means:

- a. Truth
- b. Values
- c. **Duty**
- d. Fulfillment

**Difficulty: Difficult Page 6**

36. The belief that decisions made by free will should be converted into universal beliefs underlies which theory?

- a. Intuitionism
- b. Existentialism
- c. Contractarianism
- d. **Kant's Ethics**

**Difficulty: Moderate Page 7**

37. The belief that all individuals agree to social contracts as members within a society underlies which theory?

- a. Intuitionism
- b. Existentialism
- c. **Contractarianism**
- d. Kant's Ethics

**Difficulty: Moderate Page 7**

38. The belief that the only person who can determine right and wrong is the person making the decision underlies which theory?

- a. Intuitionism
- b. **Existentialism**
- c. Contractarianism
- d. Kant's Ethics

**Difficulty: Moderate Page 6**

39. Which of the following individuals was not a follower of Existentialism?

- a. Soren Kierkegaard
- b. Friedrich Nietzsche
- c. **John Locke**
- d. Jean-Paul Sartre

**Difficulty: Moderate Page 6-7**

40. Which of the following individuals was not a follower of Contractarianism?

- a. Garrett Hardin
- b. John Rawls
- c. John Locke
- d. **Jeremy Bentham**

**Difficulty: Moderate Page 7**

41. Which theory supports the advice given in Shakespeare's Hamlet which states "This above all: to thine own self be true..."?

- a. Intuitionism
- b. **Existentialism**
- c. Contractarianism
- d. Kant's Ethics

**Difficulty: Moderate Page 7**

42. The title of Immanuel Kant's book was:

- a. A Theory of Justice
- b. The Social Contract
- c. **Foundations of the Metaphysics of Morals**
- d. The Methods of Ethics

**Difficulty: Difficult Page 7**

43. The title of Henry Sidgwick's book was:

- a. A Theory of Justice
- b. The Social Contract
- c. Foundations of the Metaphysics of Morals
- d. **The Methods of Ethics**

**Difficulty: Difficult Page 6**

44. The title of John Rawls' book was:

- a. **A Theory of Justice**
- b. The Social Contract
- c. Foundations of the Metaphysics of Morals
- d. The Methods of Ethics

**Difficulty: Difficult Page 7**

45. The title of Jean-Jacques Rousseau's book was:

- a. A Theory of Justice
- b. **The Social Contract**
- c. Foundations of the Metaphysics of Morals
- d. The Methods of Ethics

**Difficulty: Difficult Page 7**



46. The Mixed Ethical Framework is a combination of:

- a. Principles and Love
- b. **Intuitionism and Love**
- c. Principles and Values
- d. Intuitionism and Values

**Difficulty: Easy Page 8**

47. A main supporter of the Mixed Ethical Framework was:

- a. Immanuel Kant
- b. John Stuart Mill
- c. Thomas Hobbes
- d. **W. D. Ross**

**Difficulty: Moderate Page 8**

48. Which of the following is not a guiding principle of the Mixed Ethical Framework?

- a. Fidelity
- b. Beneficence
- c. Self-Improvement
- d. **Trustworthiness**

**Difficulty: Moderate Page 8**

49. Which guiding principle of the Mixed Ethical Framework could be considered a component of Existentialism?

- a. Justice
- b. Beneficence
- c. **Self-Improvement**
- d. Trustworthiness

**Difficulty: Difficult Page 8**

50. Which guiding principle of the Mixed Ethical Framework could be considered a component of Ethical Egoism?

- a. Justice
- b. Beneficence
- c. **Self-Improvement**
- d. Trustworthiness

**Difficulty: Difficult Page 8**

51. Which guiding principle of the Mixed Ethical Framework could be considered a component of Utilitarianism?

- a. Justice
- b. **Beneficence**
- c. Self-Improvement
- d. Trustworthiness

**Difficulty: Difficult Page 8**

52. Which guiding principle of the Mixed Ethical Framework could be considered a component of Contractarianism?

- a. **Justice**
- b. Beneficence
- c. Self-Improvement
- d. Trustworthiness

**Difficulty: Difficult Page 8**

53. Which of the following is not a guiding principle of the Global Business Standards?

- a. Reliability Principle
- b. Responsiveness Principle
- c. **Self-Respect Principle**
- d. Transparency Principle

**Difficulty: Moderate Page 8**

54. The employee's responsibility to honor the commitment he or she has to the firm is called the:

- a. **Reliability Principle**
- b. Responsiveness Principle
- c. Self-Respect Principle
- d. Transparency Principle

**Difficulty: Moderate Page 9**

55. The belief that every employee should conduct business in a truthful and open manner is called the:

- a. **Reliability Principle**
- b. Responsiveness Principle
- c. Self-Respect Principle
- d. Transparency Principle

**Difficulty: Moderate Page 10**

56. The belief that employees have a responsibility to supply information when it is requested by various stakeholders is called the:

- a. Reliability Principle
- b. **Responsiveness Principle**
- c. Self-Respect Principle
- d. Transparency Principle

**Difficulty: Moderate Page 12**

### ***True/False Questions***

57. Ethics can be defined as the values an individual uses to interpret whether any particular action or behavior is considered acceptable and appropriate.

- a. **True**
- b. False

**Difficulty: Easy Page 2**

58. Business ethics can be defined as the collective values of a business organization that can be used to evaluate whether the behavior of the collective members of the organization are considered acceptable and appropriate.

a. **True**

b. False

**Difficulty: Easy Page 3**

59. Ethical Egoism is based on the belief that a person's action will do the greatest good for the greatest number.

a. True

b. **False**

**Difficulty: Easy Page 4**

60. Utilitarianism and Contractarianism are components of the same ethical framework.

a. True

b. **False**

**Difficulty: Moderate Page 5, 7**

61. Existentialism is based on the underlying belief that the only person who can determine right and wrong is the person making the decisions.

a. **True**

b. False

**Difficulty: Easy Page 6**

62. Existentialism and Kant's Ethics are components of the same ethical framework

a. **True**

b. False

**Difficulty: Moderate Page 6-7**

63. Shakespeare's "This above all: to thine own self be true" is part of the Teleological framework.

a. True

b. **False**

**Difficulty: Moderate Page 7**

64. Contractarianism could also be called social contract theory.

a. **True**

b. False

**Difficulty: Easy Page 7**

65. Utilitarianism is based on the belief that all individuals agree to social contracts to be members within a society.

a. True

b. **False**

**Difficulty: Moderate Page 5, 7**

66. Noninjury is one of the guiding principles of the Mixed Ethical Framework.  
a. **True**  
b. False

**Difficulty: Moderate Page 8**

67. Truthfulness is one of the guiding principles of the Mixed Ethical Framework.  
a. True  
b. **False**

**Difficulty: Moderate Page 8**

68. Citizenship is one of the guiding principles of the Global Business Standards Codex.  
a. **True**  
b. False

**Difficulty: Moderate Page 8**

69. Honesty is one of the guiding principles of the Global Business Standards Codex.  
a. True  
b. **False**

**Difficulty: Moderate Page 8**

### ***Short Answer Questions***

70. **Compare and contrast the Ethical Egoism and Utilitarianism frameworks.**  
Ethical Egoism focuses on the self interests of the individual and utilitarianism focuses on the greatest good. Some points to present would be whether individuals would always pick one or the other framework. It could be argued that the selection of the decision making which corresponds to the framework could be contingent on the type of decision to be made and the circumstances that lead up to the decision. Another point to address is to ask whether a capitalist free market system is always focused towards the self interests of the Ethical Egoism framework. Furthermore, another good discussion point is whether there could be a “hidden” ethical egoism agenda that is not revealed as part of a utilitarianism framework. Using the Simpson’s television show, a great example of this would be in the episode called Marge vs. the Monorail in the fourth season when Lyle Lanley convinces Springfield that the \$3 million they had received from Mr. Burns as fine for the Nuclear plant dumping nuclear waster should be spent on a Monorail which would provide the greatest good for the great number, while Mr. Lanley’s own self interests of making money from selling the monorail were the real driving force.  
([http://en.wikipedia.org/wiki/Marge\\_vs.\\_the\\_Monorail](http://en.wikipedia.org/wiki/Marge_vs._the_Monorail))

71. **Is Sidgwick’s Dualism really a middle ground between Ethical Egoism and Utilitarianism?**

Some would argue that Ethical Egoism and Utilitarianism are at two extreme ends of a continuum to be reconciled with any other framework. One argument is that Ethical Egoism is so self centered that it is only by luck that it would also support utilitarianism approach. Alternatively, supporters of Ethical Egoism would state that there has to be

some type of self interest in all decisions even though they are presented as providing the greatest good for the greatest number. Sidgwick argues that there can be a common ground by examining the rational benevolence perspective of the utilitarianism approach and the prudence perspective of the ethical egoism approach. Adam Smith would be a good example of how the “invisible hand” guides financial and society based decisions. His argument is that there is an opportunity to focus on both the self interests of the decision maker and what is best for society. However, an underlying assumption of Smith’s argument is that society and individuals will have the same goals and objectives. If this assumption is true, then financial decisions by individuals will help guide societal decisions, which will produce actions that provide the greatest good for the greatest number.

**72. Compare and contrast the Existentialism and Contractarianism framework.**

Existentialism focuses on the duty each individual has to interpret and determine whether their actions are right or wrong. Contractarianism or social contract theory focuses on the underlying belief that each individual has a social contract on how to behave within society. Existentialism identifies the burden on the individual to determine right and wrong while contractarianism identifies the burden of society to determine right and wrong on the actions of individuals. Therefore, the core difference relates to who evaluates the ethical behavior of individuals within a society.

**73. Is Kant’s Ethics really a middle ground between Existentialism and Contractarianism?**

Kant’s Ethics presents a very strong argument for a middle ground between the two. Kant argues that individuals can make free will decisions about right and wrong but will look for guidance in how to focus that free will. As a result, individuals may either consciously or sub consciously draw on the universal will established by society to help guide their decision making process. As a result, individuals could certainly believe that their own free will also support the universal will of society.

**74. Compare and contrast Teleological, Deontological and Mixed Frameworks.**

Teleological frameworks focus on the results of an individual’s conduct while deontological frameworks focus on the duty to determine right from wrong. Mixed frameworks focus on certain underlying principles that must be considered when evaluating the action of an individual. The mixed framework could be considered an integration of the examination of the duty and the results of an individual’s actions. The seven guiding principles address both duty and results. Therefore, the mixed framework could be considered an implementation tool that captures the essence of the philosophical underpinnings of the teleological and deontological frameworks. The seven guiding principles in the mixed framework incorporate the beliefs of the other two frameworks which is highlighted on page 8 linking the guiding principles with ethical egoism, utilitarianism, existentialism and contractarianism.

**75. Compare and contrast the guiding principles of the Global Business Standards Codex and the Mixed Framework principles.**

Although normative in tone, the seven guiding principles of the mixed framework really focus more on a descriptive and analyzing ethics focus. The mixed framework principles examine the results of an individual actions and encourages self analysis of his or her actions. Alternatively, the global business standards codex is more of a pure normative ethics focus. Similar in tone to commandments, individuals are expected to consider the “advice” of the global business standards codex BEFORE any actions have taken place