

University of Colombo, Sri Lanka

Faculty of Management and Finance

Bachelor of Business Administration (Level II – Semester VIII) Examination – 2016

INB 2204 - Corporate Social Responsibility and Business Ethics

Two (02) Hours

Answer ALL Questions

You should write your answers in the spaces provided

1. Briefly describe your ethical dilemma and ethical solution for the following situations. Why do you think your answer is moral?
 - i. Malee is a fast-track graduate employee and a rising star in a management consulting company. She has two children, one nearly 4 years old and the other 18 months old. Her marriage has run into difficulties and her husband has recently left her and taken a job overseas. Malee works hard and is ambitious, but she also cares deeply for her children and she has told her colleagues that she will only be available for meetings during the 'official' office hours of 8.00-16.00 and will not be online or available for conference calls between 16.00 and 20.00. Her team colleagues were initially sympathetic, but after a couple of months they are beginning to get annoyed and concerned that her lack of availability will impact on team performance and thus on their own career success. They come to you, as their manager, and request you take action.

.....

.....

.....

.....

.....

.....

.....

.....
.....
.....
.....
.....

(10 marks)

- ii. You are a senior manager in a professional services firm. Nimal, a graduate professional in your team, comes to see you to say that he is applying for a job in another company and would like you to write him a reference. You like Nimal and would like to help him, and the move would effectively be a promotion, but the truth is that his performance is average even in his present job and he would struggle in the one he's applying for. It would suit you rather well, however, if he was to move on and you suspect that his other referees, who recommended him for his present position, will be positive. What should you write?

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

(10 marks)

(Total 20 Marks)

2. i. "Action is judged as right or good on the basis of its consequences." Evaluate this statement based on your ethical morality.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(10 marks)

- ii. Explain the concept of ethical relativism and describe why this concept is important in international business.

.....

.....

.....

.....

.....

.....

.....

.....

.....
.....
.....
.....
.....
(10 marks)

(Total 20 Marks)

3. Write brief notes on following;

i. Ethical Criticisms of Marketing

.....
.....
.....
.....
.....
.....
.....
(05 marks)

ii. Deontology

.....
.....
.....
.....
.....
.....
.....
(05 marks)

iii. Utilitarianism

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(exam 20)

(05 marks)

iv. Archie B. Carroll's "The Pyramid of Corporate Social Responsibility"

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(05 marks)

(exam 20)

v. Corporate Sustainability or Sustainable Business

(exam 20)

.....

.....

.....

.....

(05 marks)

vi. Principles of corporate citizenship

(05 marks)

(Total 30 Marks)

(each 21)

000000

7

- ii. In light of the sustainable development concept, evaluate a selected major development project of Sri Lanka.

(15 marks)

(Total 30 Marks)