

University of Colombo, Sri Lanka

Faculty of Management and Finance

Bachelor of Business Administration (Level II – Semester VIII) Examination – January 2017

HLM 2220 - Corporate Social Responsibility and Business Ethics

Two (02) Hours

Answer ALL Questions

You should write your answers in the spaces provided

1. Briefly describe ethical principles for tourism and hospitality managers with their vitality for industry development.

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(20 Marks)

2. Evaluate this case based on your ethical morality.
 - i. Assume, you are the Purchasing Manager of XYZ hotel and recently purchased 20 cases of wine for the hotel from a new beverage supplier. Without informing the hotel management, the supplier delivered one free case of wine to your residence and you decided to keep the free case for your personal use, since it did not influence the purchase of the 20 cases for the hotel.

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(10 marks)

(Total 20 Marks)

3. Compare and contrast following concepts with examples.

i. Deontology and Utilitarianism.

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(10 marks)

ii. The Pyramid of Corporate Social Responsibility and triple bottom line.

(10 marks)

iii. Corporate Sustainability and Sustainable citizenship

(10 marks)

(Total 30 Marks)

