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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

| ۱. | Briefly describe ethical principles for tourism and hospitality managers with their vitality for industry development. |
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| 2. Evaluate this case based on your ethical morality. |
| i. Assume, you are the Purchasing Manager of XYZ hotel and recently purchased 20 |
| The second secon |
| 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 |
| the control of the co |
| 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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| ** | Describe an additional and additional additi |
| ii. | Describe unethical marketing practices by using examples from hotel and tourism |
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| ii. | The Pyramid of Corporate Social Responsibility and triple bottom line. |
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| | iii. | Corporate Sustainability and Sustainable citizenship |
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| i. | Sri Lanka has recorded high deforestation rate and it is badly affecting to tourism |
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| | sustainability. Do you agree with this statement? Explain your answer with the root |
| | causes of deforestation in Sri Lanka and it is impact to sustainability of the tourism |
| • | industry. |
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Evaluate the sustainability practices of the hotel industry in Sri Lanka.

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