

## Answer model



School of Business and Economics

Exam: Ethics  
 Course code: E\_EOR2\_ETH  
 Coordinator/teacher: prof. dr. J.F.D.B. Wempe

Date:

Time:

Exam time: 2 hours

Calculator allowed: No

Graphing calculator allowed: No

Number of questions: 4

Type of questions: Open

Answers in : English or Dutch

Comments:

You must answer the questions on the exam form in the available space. Do not use more words than indicated.

Distribution of available points: For questions 1 to 4 you can get a maximum of 25 points per question.

Grades: De cijfers worden bekend gemaakt via Canvas op

Inspection: To be announced

**Good luck!**

## Answer model

### 1. Knowledge questions (25 points in total: 5 points per question)

- a. What is the difference and what is the similarity between utilitarianism and virtue ethics?  
(Maximum 100 words)

Agreement: both theories are about happiness.

Utilitarianism: acquiring of products and services. This will lead to more pleasure and less pain. External goal.

Virtue ethics is about internal goods: being happy.

Differences: intrinsic / extrinsic; quantifiable or not.

- b. On which two principles is the free market founded? What is the most important moral objection to free market thinking (Maximum 100 words)

Principles:

1. Freedom of the individual and
2. the general well-being (utilitarianism)

Criticism:

1. Choices of people on the market are not really free.
2. Financial transactions in money may lead to the corruption of the relevant practices.

- c. Why is the freedom of the market (the freedom of choice of the consumer), according to Kant, not true freedom? (Maximum 50 words)

The market is not about real freedom but about satisfying desires that people have not chosen for themselves.

- d. d. What does Rawls mean with the difference principle? (Maximum 50 words)

Inequalities are only justified when they are in favour of the least advantaged.

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- e. What does moral individualism mean? (Maximum 50 words)

An individual must only fulfil those obligations that he/she (tacitly) agreed to.

### 2. Application of the theory

Badaracco uses the concept "defining moment". A) What does he mean with this concept? B) Who have to deal with those defining moments (Who is concerned)? C) Make clear that Badaracco makes use of a pluralistic ethics. D) How do you characterize the theory of Badaracco (what type of ethical theory does he offer? E) Give an example of such a defining moment. (Maximum 250 words, in total 25 points)

Defining moments are decisions that form your own identity.

Defining moments concern individuals as well as organizations and societies.

Talking about dilemmas you accept a value pluralism. There are more values that count and should be taken into account.

A form of communitarianism.

Badaracco gives four examples. An own example is also good.

### 3. Application of the theory

During the lecture the tobacco industry's responsibility for the lung cancer of cigarette smokers was discussed.

*A) Reconstruct briefly the "smokers" case. What is the issue? Who is held responsible? What does the public prosecutor do and why? (5 points) B) There is a criminal prosecution. Why is this remarkable? In your answer, use Sandel's vision on the use of the market mechanism? (5 points) C) Arguably explain why it is justified in a moral sense to hold a collective responsibility. (10 points) D) What is the objection of, among others, Milton Friedman to the reasoning stated under c? (maximum of 400 words, 25 points)*

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- a. A number of people who suffer from cancer as a result of cigarette smoking have indicted tobacco manufacturers for being guilty for their death. The issue is whether these companies are conscious that they affect the health of people? However, the officer decides not to prosecute. It is a legal product for which consumers choose freely.
- b. Normally in these cases a civil procedure is chosen. Then a claim for a financial compensation is formulated . For companies, these are costs that they include in their calculation. Sandel considers this to be the buying off with money of unacceptable behaviour. According to him, this merely leads to a cost-benefit analysis and the malignity of the behaviour is not recognized.
- In criminal proceedings, however, it is not about compensation of the damage but about the question of guilt, about knowingly and willingly bringing harmful products to the market.
- c. A collective responsibility is possible when you can speak of knowingly and willingly actions of that collective differentiating these actions of the collective from the actions of the individual managers. In this case the collective is the tobacco industry as a whole, but also the individual tobacco companies are collectives.
- d. Friedman: Companies cannot be held responsible, only natural persons. To the extent that you can speak of managerial responsibility, their responsibility only involves making a profit for the shareholders.

4. The Trolley case was discussed during the lecture. Following the Trolley case, we discussed the way in which a self-driving car should be programmed to make a responsible decision in a situation in which a mother with two children unexpectedly crosses the road. The car has to make a choice (to crash against the concrete wall or to drive over the mother and the children and probably killing them). A) Give a general description of the algorithm that should be developed for this car. What would the algorithm look like? B) What is the aim of the algorithm? C) What instructions would you formulate? D) Which moral principles should the algorithm weigh? How should they be included in the algorithm? (Maximum of 400 words. 25 points.)

This questions give you the opportunity to use your creativity.