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MGT610 FINAL TERM PAPER SHARED BY STUDENT

ON FEBRUARY 21, 2018 AT 8:43PM

Mgt610 business ethic - fall final term

41 questions , 31 was mcps - 5 question 3 marks , 5 question 5 marks .

Q- pollution and resource depletion different

Q- self regulatory system complies 3 bodies , write name of them , with full form

Q- it is moral to hunt for sport .

Q-due care problems

Q- moral ethic and

Q- air pollution

MGT610 FINAL TERM PAPER SHARED BY STUDENT

on August 22, 2017 at 7:12pm

1. 2 questions were related to eco-feminist one of 3 marks one of 5 marks
2. Unethical advertising
3. Depletion and pollution difference
4. social cost sy related 2 questions thy
5. one was about someone's theory wo main ny ni prha tha so yaad ni name ,
6. internalize to external cost



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MY PAPER TODAY 6/3/2017 AT 8.30 AM

mcqs were difficult logical and situation based...(23 and 24 chapter) some from past paper mcqs 3 or 4 may be subjective

1. Air pollution can affect the environment because it kills plant life and increases daily temperature. It doesn't just affect humans; it also kills birds and animals. Give solutions to avoid air pollution.
2. What goods, if any, should we stop manufacturing to stop pollution?
3. Is advertising a waste or a benefit? Does it harm consumers or help them?
4. What do you understand by "Product safety"? How can consumer safety be achieved in a market approach to consumer protection?
4. Contractual view of business firm's duties to its customers is most acceptable view. In your opinion, is it rational to think that a business can fulfil ethical requirements of this contract
5. Do future generations have rights? On what grounds can we say that future generations are—or are not—entitled to the world's resources?

remember me in your prayers

MGT610 FINAL TERM PAPER SHARED BY STUDENT

AUGUST 30, 2015 AT 3:11PM

My today's MGT610 paper:

Total Marks: 80

Total Qs: 50

Total MCQs: 40

The subjective questions are as follows:

- 1. explain Blackstone's principle of ethical environment**



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Blackstone has argued that the possession of a livable environment is not merely a desirable state of affairs, but something to which each human being has a right. That is, a livable environment is not merely something that we would all like to have: it is something that others have a duty to allow us to have. They have this duty, Blackstone argued, because we each have a right to livable environment,

2. identify an advertisement from your daily life that you feel is unethical, briefly describe the advertisement, and tell why you consider it unethical

it is misrepresent of its product as well as seek secretive **means** of influencing its target audience
..Advertisement of perfume mostly sexual oriented.

3. if due care is taken while manufacturing the product, but still insurance is given to the consumers, then insurance companies will become bankrupt. do you think it is a valid argument? Explain

no

4. is advertising waste of time? is it beneficial or harmful for consumers

it is not waste of time , the information could be supplied more directly and inexpensively. They also say, however, that advertising creates desire and thus is responsible for a gradually expanding economy.

5. identify three theories of manufacturer's care

contract, due care and social cost theory

6. differentiate b/w puffery and fraud, explain with the help of real life examples

Historically, claims that were "mere exaggerations" or "hyperbole" were considered to be puffery, and therefore not deceptive. Fraud or false advertisement is very serious and legal action may be brought against the offending company

7. what is the theme of the book 'limits to growth'? what is its inference

"Limits to Growth", published in 1972. It sold twelve million copies in 37 languages. Whilst the book did not predict what precisely would happen, it stated that if the world's consumption patterns and population growth continued at the same high rates of the time, the earth would strike its limits within a century.

8. what do you understand by social ecology?

Social ecology claims that the environmental crisis is a result of the hierarchical organization of power & the authoritarian mentality rooted in the structures of our society. Ecological patterns are deeply rooted in social patterns.

9. it is a moral demand of showing respect towards non human entities. do you agree or not

yes



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10. what is resource depletion? explain the causes of resource depletion

people consuming **resources** faster than they can be replenished, is the main **cause of resource depletion**. Overpopulation, industrial and technological development, erosion, deforestation, over-fishing, irrigation, mining and pollution all contribute to the problem as well

MGT610 FINAL TERM PAPER SHARED BY STUDENT

AUGUST 30, 2015 AT 6:43PM

40 mcqs

Q1. explain black stone briefly mark 3

Q2. DIFFERENCE between advertising and publicity?

Advertising is marketing as well as a promotional tool in the hands of the company which conveys a message about the company or a product to the viewers, listeners or readers. **Publicity** is something different; it is based on reality because it is not under the control of any company or its representatives.

Q3.WHAT IS MEANT OF COERCE?how dose measuring the chance of freedom persuade (an unwilling person) to do something by using force or threats.

The duty not to coerce: People often act irrationally when under the influence of fear or emotional stress. When a seller takes advantage of a buyer's fear of emotional stress to extract consent to an agreement that the buyer would not make if the buyer were thinking rationally, the seller is using duress or undue influence to coerce. An unscrupulous funeral director, for example, may skillfully induce guilt-ridden and grief-stricken survivors to invest in funeral services they cannot afford. Because entry into a contract requires freely given consent, the seller has a duty to refrain from exploiting emotional states that may induce the buyer to act irrationally against his or her own best interests. For similar reasons, the seller also has the duty not to take advantage of gullibility, immaturity, ignorance, or any other factors that reduce or eliminate the buyer's ability to make free rational choices.

Q4. dose advertising waste or benefit?dose it is harm or benefit for the customer?

Q5. liability claim

Liability insurance is a part of the general insurance system of risk financing to protect the purchaser (the "insured") from the risks of **liabilities** imposed by lawsuits and similar **claims**. It protects the insured in the event he or she is sued for **claims** that come within the coverage of the insurance policy.

baqi yad nhi



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MGT610 FINAL TERM PAPER SHARED BY STUDENT

August 31, 2015 at 9:07am

I have a few questions.

1. Define Eco-feminist and social ecology.

Eco-feminists, a related group of thinkers, see the key form of hierarchy **connected to the destruction of the environment as the domination of women by men.** They believe that there are important connections between the domination of women and the domination of nature—patterns of thinking, which justify and perpetuate the subordination.

Social ecology claims that the environmental crisis is a result of the hierarchical organization of power & the strict mentality rooted in the structures of our society. The Western ideology of dominating the natural world arises from these social relationships.

2. Discuss the factors influencing consumer behavior regarding shopping.

Psychological tricks Packaging: The design of the package decides whether the product will be accepted by the customer or not. An extravagant packaging and attractive colors are important factors, which influence his decision. Positioning and arrangement of the shelves: Luxury goods and goods the most profits are mainly to be found on the right hand shelves. This is due to an inborn tendency to look and reach to the right. In addition, these things are to be found at eye or arm level because at this height the products are easy to reach. Articles of everyday use are usually found at the back of the store, farthest away from the entrance. This is to force the customer to pass as many items as possible and to force him to make a purchase.

3. Define the social costs view of manufacturer's duties to consumers. How it has become criticized?

According to this third theory a manufacturer has a duty to assume the risks of even those injuries that arise out of defects in the product that no one could reasonably have foreseen or eliminated. The theory is a strong version of the doctrine of caveat vendor: let the seller take care.

The major criticism of the social costs view of the manufacturer's duties is that is unfair. It is unfair, the critics charge, because it violates the basic cannons of compensatory justice.

Social cost theorists counter by pointing out that, in reality, the costs of consumer liability suits are not large. Less than 1% of product-related injuries result in suits, and successful suits average only a few thousand dollars in any case.

A third argument against the social the social costs theory focuses on the financial burdens the theory imposes on manufacturers and insurance carriers.

4. One wast about " Black Stone's concept of environmental rights."

MGT610 FINAL TERM PAPER SHARED BY STUDENT

September 1, 2015 at 12:18am



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My today paper

Q1. Social ecology.

Q2. Discuss the factors influencing consumer behavior regarding shopping.

Q3. Define the social costs view of manufacturer's duties to consumers. How it has become criticized? Page 81

Q4. Difference between advertising and publicity?

Q5. Sources of scarcities?

when there is a scarcity of benefits or a plethora of burdens; not enough food or health care, for example, or too much unpleasant work. When resources are scarce, we must develop principles to allocate them fairly. The fundamental principle involved is that equals should be treated equally

Q6. Five characteristics of marketing?

(a) There are numerous buyers and sellers, (b) everyone can freely enter and exit the market, (c) everyone has full and perfect information, (d) all goods in the market are exactly similar, (e) there are no external costs, (f) all buyers and sellers are rational utility maximizers, and (g) the market is unregulated. Critics of the market approach to consumer issues argue that these characteristics are absent in consumer markets.

Q7. Product liability claim?

Q8. If “moral” hunt is sports only? explanation

moral constraints: 1. Both of the parties to the contract must have full knowledge of the nature of the agreement they are entering. 2. Neither party to a contract must intentionally misrepresent the facts of the contractual situation to the other party. 3. Neither party to a contract must be forced to enter the contract under duress or undue influence.

Q9. Conservation in future? (page 88)

conservation refers to the saving of finite, depletable resources. The only source of such resources is what has been left over from previous generations

MGT610 FINAL TERM PAPER SHARED BY STUDENT

September 2, 2015 at 10:03am

Total 50 questions, these were long questions.

How will scarcity have a serious impact on world's economy?

Our consumption of fossil fuels has recently been rising at exponential rates, but this cannot continue much longer because we are coming close to the depletion point of fossil fuels. Minerals are also being depleted, so we can expect them gradually to become more scarce and expensive. This scarcity will have a serious impact on the world economy

What is meant by social audit? Is it a process or an event?



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social audit (a report of the social costs and social benefits of the firm's activities). It a process.

What is "Club of Rome"? How does it contribute to environmental ethics?

one group, the Club of Rome, predicted that a catastrophic collapse of goods and services will result at some point in the middle of this century; by 2100 the world's population may even drop below 1900 levels. More recently, the World watch Institute has concluded that even if the Club of Rome's timetables were off, their conclusions were substantially correct.

What is the theme of “Social cost theory” of the manufacturer and how it extends beyond what the other two theories of duties impose?

According to this third theory a manufacturer has a duty to assume the risks of even those injuries that arise out of defects in the product that no one could reasonably have foreseen or eliminated. The theory is a strong version of the doctrine of caveat vendor: let the seller take care.

Due care and contractual theory

What is David Gardner’s definition of deception? What are the three objections to it?

David Gardner's definition states that deception occurs when consumer, after viewing or hearing an ad, has impressions that do not constitute reasonable knowledge and the impressions are false or misleading.

Deception involves three necessary conditions in the author:

1. The author must intend to have the audience believe something false.
2. The author must know it to be false.
3. The author must knowingly do something to bring about this false belief.

Is it “moral” to hunt for sports sake only? Why and why not?

Where do the consumer’s duty end and the manufacturer’s duty begin in case of consumer protection?

Three different theories address this question: the contract, "due care," and the social costs views. (page 99)

How do you perceive advertising as a marketing tool in society? Justify whether it helps or hurts the consumer.

repeat

How can you differentiate between puffery and fraud? Explain your answer with real life examples. repeat

The contractual theory of business' duties to consumers claims that a business has four main moral duties. Identify and explain these duties. main moral duties: the basic duty of



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- (a) complying with the terms of the sales contract, and the secondary duties of
- (b) disclosing the nature of the product,
- (c) avoiding misrepresentation, and
- (d) avoiding the use of duress and undue influence.

What is "Club of Rome"? How does it contribute to environmental ethics? The Club of Rome "Limits to Growth" was commissioned by [The Club of Rome](#), a think-tank of scientists, economists, businesspeople, international civil servants, and politicians from the five continents. The Club began in an informal way at the behest of Aurelio Peccei, an Italian businessperson based in Rome. In 1965, Peccei gave a speech on the dramatic changes taking place in the world, especially relating to science and technology. The speech attracted considerable attention.

MGT610 FINAL TERM PAPER SHARED BY STUDENT

February 20, 2013 at 5:46pm

MGT610 Business Ethics

Today Final Term Paper Fall 2012

On 20 Feb 2013

Total Questions: 60

Total Marks: 78

Total MCQs: 54 (Each of 1 Mark)

Total Short Questions: 3 (Each of 3 Mark)

Total Long Questions: 3 (Each of 5 Mark)

1. what is called positive freedom? in what sense galbraith deserves medal for freedom

Only in the sense that a certain conception of freedom does underlie his thinking. This is what is called "positive" freedom. It means a condition whereby people are provided by government, and at the expense of other people, with what they could use to advance their lot. Such provisions would "free" them to move forward.

2. difficulties to utilitarian approach to ethics

3. what is wrong with businesses claiming that their environmental responsibilities are confined with law



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First, there are still serious disagreements about the extent of the environmental damage that industrial technology has produced. Furthermore, there is no precise way of knowing just how much of a threat this environmental damage will have for our future welfare. And whatever the level of damage, we must surely sacrifice some values to halt or slow it.

4. economic, social, moral, political and cultural harms of advertising

page 113

5. distinguish b/w ethics of care and communication ethics

ethics of care, an approach to ethics that many feminist ethicists have recently advanced. According to this method, we have an obligation to exercise special care toward the people with whom we have valuable, close relationships. Compassion, concern, love, friendship, and kindness are all sentiments or virtues that normally manifest this dimension of morality.

Ethics in small groups refers to the moral aspects of group interaction. The National Communication Association (NCA) states: "ethical communication enhances human worth and **dignity** by fostering **truthfulness**, fairness, **responsibility**, personal **integrity**, and **respect** for self and other."

6. various basis to determine unethical nature of advertisement

According to its 1993 Policy Statement on Deception, the FTC considers a marketing effort to be deceptive if: (1) there is a representation, omission, act or practice, that (2) is likely to mislead consumers acting reasonably under the circumstances, and (3) that representation, omission, or practice is "material." The term "material" refers to the fact that some deceptive claims are trivial, and that the FTC will only regulate deceptions that are important to consumers, i.e., those that affect consumers' "choice of, or conduct regarding, a product.

MGT610 FINAL TERM PAPER SHARED BY STUDENT

February 20, 2013 at 6:07pm

today mgt610 paper

total question 60

52 McQS



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Under what circumstances is an ad thought to be deceptive? What are the three objections to David Gardner's definition of deception? 5

repeat

Is it true that continual economic growth promises to degrade the quality of life for future generations? Explain. 5

Should we interpret morality either as following certain principles or as a cultivation of certain dispositions and traits? Justify your answer with valid arguments. 5

morality as the standards that an individual or a group has about what is right and wrong, or good and evil. Typically a person's moral standards are first absorbed as child from family, friends, and various societal influences such as church, school, television, magazines, music, and associations. Later, as the person grows up, experience, learning, and intellectual development may lead the maturing person to revise these standards

Advertising can lead to increase in consumption. What kind of problems we can suffer owing to increase in consumption? 3

developing nations by advertising that fosters consumerism and destructive patterns of consumption
consumption of products are greater than conservation of products
alcohol consumption and tobacco consumption

In an oligopoly, two of the seven conditions that characterize the purely competitive market are not present. Explain those two conditions? 5

In an oligopoly, two of the seven conditions are not present.

Instead of many sellers, there are only a few significant ones. The share each firm holds may be somewhere between 25 percent and 90 percent of the market, and the firms controlling this share may range from 2 to 50 depending on the industry.

Second, as with the monopoly, other sellers are not free to enter the market. Markets like this, which are dominated by four to eight firms, are *highly concentrated markets*.

A list of firms in oligopoly markets in the most highly concentrated American industries reads like a who's who of American corporate power.



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What is meant by social audit? Is it a process or an event?3

A social audit is a way of measuring, understanding, reporting and ultimately improving an organization's social and ethical performance. A social audit helps to narrow gaps between vision/goal and reality, between efficiency and effectiveness. It is a technique to understand, measure, verify, report on and to improve the social performance of the organization.

Self regulation of statutory control analyse 5

The self-regulatory system comprises three bodies: the Advertising Standards Authority (ASA), the Advertising Standards Board of Finance (ASBOF) and the Committee of Advertising Practice (CAP).

How can the freedom of people be determined? Differentiate between positive freedom and negative freedom. 3

Positive liberty is the possession of the capacity to act upon one's free will, as opposed to **negative** liberty, which is **freedom** from external restraint on one's actions. A concept of **positive** liberty may also include **freedom** from internal constraints.

MGT610 FINAL TERM PAPER SHARED BY STUDENT

February 23, 2013 at 8:50pm

My Today Paper MC110200779 MGT610 at 2:00 Pm PSKT01

Total Marks: 86

Total Question : 60

MCQ's : 52

Short Question: 3marks (3*3=9 marks)

Long Question: 5marks (5*5=25 marks)

affirmative action 3 marks

Affirmative action programs, in contrast, call for positive steps designed to eliminate the effects of past discrimination. Such programs are now legally required of all firms holding government contracts.

What is " " What is offense ? 3marks

an illegal act.

what is wrong with businesses claiming that their environmental responsibilities are confined with law ? 5 marks

repeated

what are contractual theory of business' duties to consumers four main moral duties?explain these duties 5 marks



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repeated

What are wrongful aspects of intentional of institutional discrimination ?5 marks

Discrimination in employment involves three basic elements:

1. It must be a decision not based on individual merit.
2. The decision must derive from racial or sexual prejudice.
3. The decision must have a harmful impact on the interest of employees.

According to morality business our duties to protect environment? also criticize these duties ? 5 marks

Blackstone adds, this moral and legal right should override people's legal property rights. Our great and increasing ability to manipulate the environment has revealed that, unless we limit the legal freedom to engage in practices that destroy the environment, we shall lose the very possibility of human life and the possibility of exercising other rights, such as the right to liberty and equality

The main difficulty with Blackstone's view, however, is that it fails to provide any nuanced guidance on several pressing environmental choices. This lack of nuance in the absolute rights approach is especially problematic when the costs of removing certain amounts of pollution are high in comparison to the benefits that will be attained.

Which of the following is NOT a moral outcome of perfectly competitive markets?

Justice

Utility

Rights

Faith

Which of the following is the degree of risk associated with using a product?

Reliability

Service life

Maintainability

Product safety

Which of the following define that someone has a well defined and consistent set of preferences, and who knows how personal choices will affect those preferences?

Utility maximization

Rational utility maximizer



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Manufacturers utility

None of the given options

Hayek also critique of Galbraith in

1961

1962

1965

1967

Hayek won the Nobel prize in economics.

1971

1972

1974

1975



MGT610 FINAL TERM PAPER SHARED BY STUDENT

March 1, 2013 at 10:07pm

my Today paper...

53 mcqz most of them are from past papers and most of them from 30-45 lectures but very much easy

questions i have remember of 5 marks all from lecture 37 to 45

1. global warming and how to avoid it

itself poses a difficult and frightening challenge. Global warming greenhouse gases such as: carbon dioxide, nitrous oxide, methane, and chlorofluorocarbons, are gases that absorb and hold heat from the sun, preventing it from escaping back into space, much like a greenhouse absorbs and holds the sun's heat. Most scenarios concerning the effects of global warming predict massive flooding, increase of disease, loss of plant and animal species, and expansion of deserts at the expense of agricultural land. These effects will have high human and economic costs. However, to halt the increase of greenhouse gasses, we would have to reduce emissions by 60% to 70%, a level that would damage the economies of countries around the world. To halt global warming, experts say that we would need to change our lifestyles and values drastically.

2. does advertisement is a tool of markiting? and does it useful for or hurt the consumers

3. belongs to advertisement (a case was given)



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4. another from Advertisement case.

5. Advertisement ethics?

3 marks quiz

difference between development Audit and Social Audit

A social audit is a way of measuring, understanding, reporting and ultimately improving an organization's social and ethical performance. A social audit helps to narrow gaps between vision/goal and reality, between efficiency and effectiveness. It is a technique to understand, measure, verify, report on and to improve the social performance of the organization while development audit has a broader focus **including environment and economic** issues, such as the efficiency of a project or program.

other i forgot but they were easy

Best of Luck

MGT610 FINAL TERM PAPER SHARED BY STUDENT

February 26, 2013 at 10:20pm

Assalam o Alaikum.....Dear Brothers & Sisters

I hope you all are enjoying best of Health & Eman.....:)

My Today's Paper.....

Time: 120Min

Total Marks: 86 {(52 MCQs) + 3 Questions (3 Marks) + 5 Questions (5 Marks)}

How freedom can be determined ? difference between positive and negative freedom. (3 Marks)

Rawl's unjust for future generations. (3 Marks)

ohn Rawls, on the other hand, argues that though it is unjust to impose heavy burdens on present generations for the sake of the future, it is also unjust for present generations to leave nothing for the future. We should ask ourselves what we can reasonably expect they might want and, putting ourselves in their place, leave what we would like them to have left for us. Justice, in short, requires that we hand over to our children a world in no worse condition than the one we received ourselves.

Is customer has right to purchase a product which is harmful to society, what is responsibility of company for that product. (3 Marks)

Manufacturers must also take into consideration the capacities of the persons who they expect will use the product. If the possible harmful effects of using a product are serious or if they cannot be adequately understood without expert opinion, then sale of the product should be carefully controlled.

Use of puffery currently is an ethical and legal issue in advertising. Thinking in this



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perspective; if puffery is declared legal, why it is problematic as part of a competitive comparison? Briefly discuss. (5 Marks)

Advantages of government intervention in market system. (5 Marks)

without government intervention, the gap between the richest and poorest will widen until large disparities of wealth emerge. Unless government intervenes to adjust the distribution of property that results from free markets, large groups of citizens will remain at a subsistence level while others grow ever wealthier.

Reasons of Air Pollution (5 Marks)

burning fossil fuels, airborne toxics, ozone depletion, and global warming

Assumptions of Theory of comparative advantage (5 Marks)

comparative advantage holds that a country can maximize its own economic wellbeing by specializing in the production of those goods and services

The assumption that individuals have natural rights: This assumption is unproven and assumes that the rights to liberty and property should take precedence over all other rights. If humans do not have the overriding rights to liberty and property, then the fact that free markets would preserve the rights does not mean a great deal.

MGT610 FINAL TERM PAPER SHARED BY STUDENT

MGT-610

Final Term Subjective

By → AYSHA SHOUKAT & usman atari

July 2011

How Adam smith or Utilitarian are criticized marks 3

Locke's critics focus on four weaknesses in his argument:



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1. *The assumption that individuals have natural rights:* This assumption is unproven and assumes that the rights to liberty and property should take precedence over all other rights. If humans do not have the overriding rights to liberty and property, then the fact that free markets would preserve the rights does not mean a great deal.
2. *The conflict between natural (negative) rights and positive rights:* Why should negative rights such as liberty take precedence over positive rights? Critics argue, in fact, that we have no reason to believe that the rights to liberty and property are overriding.
3. *The conflict between natural rights and justice:* Free markets create unjust inequalities, and people who have no property or who are unable to work will not be able to live. As a result, without government intervention, the gap between the richest and poorest will widen until large disparities of wealth emerge. Unless government intervenes to adjust the distribution of property that results from free markets, large groups of citizens will remain at a subsistence level while others grow ever wealthier.
4. *Individualistic assumptions and their conflicts with the ethics of caring:* Locke assumes that people are individuals first, independent of their communities. But humans are born dependent on others, and without caring relationships, no human could survive. The degree of liberty a person has depends on what the person can do. The less a person can do, the less he is free to do. But a person's abilities depend on what he learns from those who care for him as well as on what others care to help him to do or allow him to do.

About Galbraith Affluent Society

Marks 3

In the Affluent Society Galbraith asserts that classical economic theory was true for the eras before the present, which were times of "poverty"; now, however, we have moved from a state of poverty into an age of "affluence," and for such an age, a completely new economic theory is needed.

How far must manufacturer and their representatives go to make their product and services completely safe? The "due care" view holds then that, because consumers must depend on the greater expertise of the manufacturer, the manufacturer not only has a duty to deliver a product that lives up to the express and implied claims about it, but also has a duty to exercise due care to prevent others from being injured by the product even if the manufacturer violates this duty and is negligent when there is a failure to exercise the care that a reasonable person could have foreseen would be necessary to prevent others from being harmed by use of the product. Due care must enter into the design of the product, the choice of reliable materials for constructing the product, the manufacturing processes involved in putting the product together, the quality control used to test and monitor production, and the warnings, labels, and instructions attached to the product. In each of these areas, according to the due care view, the manufacturer, in virtue of a greater expertise and knowledge, has a positive duty to take whatever as possible, and the customers has a right to such assurance. Failure to take such steps is a breach of the moral duty to exercise due care and a violation of the injured person's right to expect such care – a right that rests on the consumer's need to rely on the manufacturer's expertise.



Explain ethics of conserving depletable resources marks 5

Conservation refers to the saving or rationing of natural resources for later use. Conservation, therefore, looks primarily to the future: to the need to limit consumption now to have resources available for tomorrow.

In fact, even pollution control can be seen as a form of conservation, since pollution consumes air and water. However, there are basic differences between the problems of pollution and the problems of resource depletion that makes the term conservation more applicable to the latter problems than to the former. With some notable exception (such as nuclear wastes), most forms of pollution affect present generations, and their control will benefit present generations. The depletion of most scarce resources, however, lies far in the depletion of resources is primarily by posterity and not by present generations. Consequently, our concern over the depletion of resources is primarily a concern for future generations and for the benefits that will be available to them.

Social costs view of the manufacturer's duties marks 3

A third theory on the duties of the manufacturer would extend the manufacturer's duties beyond those imposed by contractual relationships and beyond those imposed by the duty to exercise due care in preventing injury or harm. This third theory holds that a manufacturer should pay the costs of any injuries sustained through any defects in the product, even when the manufacturer exercised all due care in the design and manufacture of the product and has taken all reasonable precautions to warn users of every foreseen danger. According to this third theory a manufacturer has a duty to assume the risks of even those injuries that arise out of defects in the product that no one could reasonably have foreseen or eliminated. The theory is strong version of the doctrine of caveat vendor: let the seller take care.

What is Affluent Society? 3

The Affluent Society Galbraith asserts that classical economic theory was true for the eras before the present, which were times of "poverty"; now, however, we have moved from a state of poverty into an age of "affluence," and for such an age, a completely new economic theory is needed.



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What does it means "treating humanity as an end" 3

What Kant means by "treating humanity as an end" is that everyone should treat each human being as a being whose existence as a free rational person should be promoted. For Kant, this means two things:

1. Respect each person's freedom by treating people only as they have freely consented to be treated beforehand, and
2. Develop each person's capacity to freely choose for him or herself the aims he or she will pursue.

Define Green marketing and its activities. 3

Marketing products and services based on environmental factors or awareness. Companies involved in green marketing make decisions relating to the entire process of the company's products, such as methods of processing, packaging and distribution.

Green marketing activities

- [Green Factory Certification System](#)
- [Green Products Certification System](#)
- [Green Marketing Activities](#)

Differentiate advertising and publicity 3

Advertising and publicity are two very different communication tools, even though both employ the mass media as a vehicle for reaching large audiences.

- Traditionally, most marketers placed heavy reliance on advertising and only occasionally used publicity.
- On the other hand, public relations practitioners have primarily relied on publicity--or, as they sometimes prefer to call it, media relations--and only rarely used advertising.

This does not mean that advertising should be seen only as a marketing tool and that publicity should be seen only as a public relations tool. Thoughtfully used, both tools are valuable for both functions.

Anti-trust views 5

the antitrust view argues that prices and profits in highly concentrated industries are higher than they should be. By breaking up large corporations into smaller units, they claim, higher levels of competition will emerge in those industries. The result will be a decrease in collusion, greater innovation, and lower prices. Clearly, the antitrust view



is based on a number of assumptions. J. Fred Weston has summarized the basic propositions on which this traditional view is based:

1. If an industry is not atomistic with many small competitors, there is likely to be administrative discretion over prices.
2. Concentration results in recognized interdependence among companies, with no price competition in concentrated industries.
3. Concentration is due mostly to mergers because the most efficient scale of operation is not more than 3 to 5 percent of the industry. A high degree of concentration is unnecessary.
4. There is a positive correlation between concentration and profitability that gives evidence of monopoly power in concentrated industries—the ability to elevate prices and the persistence of high profits. Entry does not take place to eliminate excessive profits.
5. Concentration is aggravated by product differentiation and advertising. Advertising is correlated with higher profits.
6. There is oligopolistic coordination by signaling through press releases or other means.

Positive and negative aspects of advertising 5

Positive aspect;

1 awareness

Simply reaching out to the market to let them know you exist is a primary initial objective of advertising. No matter how great your product or service, if no one knows you exist, you cannot sell to them. An effective and often repeated advertisement helps your target audience become more familiar with your brand and ideally recall it when a need arises for which your brand intends to meet.

2 Induce Business



Advertisements are sometimes intended to induce immediate sales and revenue. Presentation of sales promotions through ads are a way to drive business quickly. Television and radio ads can communicate your message. In print advertisements, such as with magazines and newspapers, you can include sales promotion tools, such as a coupon, right in the ad. New businesses often use promotions to build a customer base, but they are also used to sell excess inventory and create cash flow when needed.

3 Information and Education

In his January 2011 article "Unappreciated Benefits of Advertising and Commercial Speech" for the website The Technology Liberation Front, Adam Thierer points out that advertisements sometimes serve to inform and educate consumers. This is especially true when new brand or products are introduced to the market or when product complexity means more education is required. Understanding the value of an advertiser's brand relative to the needs they have helps consumers make more informed decisions.

4 Return on Investment

From a financial standpoint, advertisements should generate a return on investment, indicates Dan Keen of Break Studios in his April 2010 article "10 Benefits Of Advertising." Advertisements cost money to develop and place. Companies consider how much return of investment they get in the form of heightened consumer awareness, improved brand sentiment or direct sales. Evaluating results of advertisements is vital for companies to confirm a return on investment and to avoid wasteful messages that do not accomplish the intended results

negative aspects;

1) Advertising fosters greediness, discontent, and the wrong kind of competitiveness between people--that is, not the competition for excellence, but of things; it fosters self-esteem based on consumerism, and human worth is equated with brand names and conspicuous consumption.



- 2) It is hurtful to human relationships. The growth of selling through sexism and sexual exploitation is one important growing failure in man-woman relationships. It is one of the reasons why the woman over 45 is considered worthless, and tossed on the social dump heap.
- 3) Advertising, as it now exists, weakens character structure through appeal to selfishness and self-centeredness.
- 4) advertising is a powerful educational force, counteracting certain aspects of formal education through an appeal to illogic and irrationality.

Safety and privacy of internet transaction 5

There are several ways to help ensure safe transactions on the Internet, and more are becoming possible all the time. Some of these include:

- Stored-value cards (cards that you can buy with specified, loaded dollar amounts)
- [Smart cards](#) (cards that can act as credit cards, debit cards and/or stored-value cards)
- Point-of-sale (POS) devices (like your [PDA](#) or [mobile phone](#))
- [Digital cash](#)
- [E-wallets](#)
- Online payment services like [PayPal](#)

The most prevalent method for paying for the things you purchase online is still the credit card. The following list provides some tips on how to make sure your transaction is secure. For a more extensive explanation of encryption and Internet security, check out [How Encryption Works](#).

- **Use the latest Internet browser.** The program that you use to surf the Internet is called a browser. This software has built-in encryption capabilities that scramble the information you send to a [server](#). Using the most recent browser ensures that the data is protected using the latest encryption technology. This technology also uses a Secure Sockets Layer (SSL), which is an Internet security protocol used by Internet browsers and Web servers to transmit sensitive information. The server receiving the data uses special "keys" to decode it. You can make sure you are on an SSL by checking the URL -- the http at the beginning of the address should have changed to **https**. Also, you should notice a small **lock icon** in the status bar at the bottom of your browser window.



- **Look for digital certificates** that authenticate the entity you are dealing with. Independent services like [VeriSign](#) will authenticate the identity of the Web site you are visiting. Web sites that use this service (usually those that sell items or services online) will have the VeriSign logo. By clicking on the logo, you can be assured that the site is legitimate, rather than a clone of the legitimate company set up to collect your personal and financial information.



- **Read the privacy policy.** The information you enter on the Web site should be kept confidential. Make sure you read the company's privacy policy to ensure that your personal information won't be sold to others. Services like [Trust-E](#) review a company's privacy policy (for a fee) and then allow the company to post the Trust-E logo if its privacy policy follows certain industry standards for consumer protection.
- **Only use one credit card** for all of your online purchases.
- **Never give out passwords or user ID information online unless you know who you are dealing with** and why they need it. Don't give it out to your Internet service provider if you get an [e-mail](#) requesting it. This is a relatively recent scam used to access your account and get your credit card number, along with whatever other personal information is there.
- **Keep records of all of your Internet transactions.** Watch your credit card statement for the charges and make sure they're accurate.
- **After you've made purchases online, check your e-mail.** Merchants often send confirmation e-mails or other communications about your order.

Water Contamination - what can we do to solve this problem?

Here are the things world needs to do in order to solve water pollution issue:

1. Strict laws and frequent monitoring of water bodies in order to avoid scenarios that include huge quantities of



different chemicals being discharged either directly or indirectly into our rivers, lakes, and streams.

2. Better education of the people. People, especially the ones living in developing countries, need to be more educated and learn that water is the most precious resource in our planet.
3. Enable more funds to adequately treat waste water and sewage waste. This means at least the basic sanitation in all countries of the world. In India for instance 700 million people still have no access to basic sanitation (a proper toilet).
4. Frequent chemical, biological and physical testing of different water bodies in order to prevent water pollution from reaching higher levels.
5. Massive fines for industries and people that purposely dump waste and other chemicals into different water bodies.
6. More wastewater treatment facilities so that there is more water discharged back into the environment without posing threat to our health and our environment. World also needs to force wastewater treatment facilities to pull more pollutants from their discharge.
7. Decrease the amount of pesticides and fertilizers used in agriculture because advanced agriculture based on heavy use of different chemicals is one of the main factors behind growing water pollution issue.
8. Cleaning up polluted rivers and other polluted water bodies. Cleaning polluted water bodies is very expensive procedure but this is really a small price to pay when considering harmful effects of polluted water to our health and our environment.
9. Better use of science. Science needs to focus more on finding the new "revolutionary" solution to clean polluted water bodies such as for instance using carbon nanotubes to clean polluted water.
10. Water pollution needs to be tackled at both regional as well as global level because all environmental issues are becoming global and water pollution issue is certainly no exception.

What are discriminatory practices?



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o discriminate means to make choices based upon categories. If you like to eat small eggs but not large eggs, you discriminate in your egg consumption. That, of course, is a harmless example. If, however, you like to hire people of European descent and not people of African descent, that is a harmful form of discrimination, since it is unfair to qualified applicants who do not meet your ethnic criterion.

Application forms are unlawful and discriminatory when:

- applicants with a disability are required to provide information which other applicants are not required to provide:
 - - unless the information is required to determine the applicant's ability to perform the inherent requirements of the job
- applicants are required to fill out a long and complex written application:
 - - this may disadvantage applicants with intellectual or learning disabilities or other disabilities which affect reading
 - unless the job itself requires an ability to deal with complex documents this requirement is unreasonable
- applicants are asked about disability in an application form:
 - - for example, 'Have you ever had a mental illness?'
- applicants are asked questions that are not necessarily reasonable in an application form but may be reasonable and permitted at an interview:
 - - for example, questions asked to determine whether a person's disability will affect their ability to perform the inherent requirements of the job or to determine whether reasonable adjustment is required and possible.

What are the effects of deforestation?



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THE EFFECTS OF DEFORESTATION ON OUR ENVIRONMENT TODAY

Deforestation has been described as the cutting down of trees without planting others in their place.

It is hard to think that there was a time when 90% of the earth was covered by trees, but this was once the case. If so, one asks, naturally, what happened to all these trees? Why do people cut down trees? The following are probable reasons:

a) Demand for land for cultivation.

This has been seen both in Kenya and other parts of the world especially countries that have Agriculture as the backbone of their economy. Trees have been cut down to obtain land for cultivation of both subsistence and cash crops, both by governments and individuals.

b) Need for firewood

People, especially those who live in rural areas where electricity and gas are unavailable, resort to use of firewood as a source of heat. Here, wood is cut down and burnt.

c) Need for land to build industries

Industries require a lot of land and while industrialization is important for every country, it is the bane of large tracts of forest. People need jobs in order to provide for their daily needs.

d) Need for land to build houses

With the worldwide increase in population, land to build houses for people to live in is very much required.

e) Need for wood for furniture, pencils, paper etc

Whereas the above needs are important and have to be satisfied, cutting down trees is not the most probable solution to these problems. Why? This is because, most people who cut down trees do not plant others in their place. Also, if all the above needs are to be met by cutting down of trees, even planting two for every tree cut will not prevent desertification. This is because trees take so long to grow and mature, especially so for hard wood trees. Deforestation has the following dangers:

•Destruction of carbon sinks:

Carbon sinks are huge stores of carbon, e.g. Swamps and forests

•Soil Erosion:

Deforestation makes soil prone to erosion by agents such as wind and water. The roots of trees hold the particles of soil together thus, preventing the fertile top soil from being carried away. Soil erosion leads to loss of productivity of the land due to loss of mineral nutrients and soil microorganisms

•Destruction of animal habitats:

Apart from domesticated animals and marine and fresh water animals, all other animals need forests as their



habitats. These forests do not only provide a place for the animals to roam day but also provide their food and act as a source of protection from predators through camouflage. Destruction of the animals' habitats literally kills the animals.

- Medicinal Plants:

Some trees are used as herbs. Trees such as the Cinchona have been used as treatment against Malaria since time immemorial. Destruction of these forests leads to destruction of medicinal plants that could be used as treatment for various ailments.

- Trees act as windbreakers:

Absence of these trees enables strong winds and or storms e.g. Hurricanes and Tornados. I write this in the wake of a Tsunami at the Indonesian coast where about 150 people have just lost their lives. Hurricanes like Katrina are still fresh in our memories. I cannot over emphasize this point.

- Greenhouse effect and global warming:

Nature balances the flow of energy and nutrients. Forests play a very vital role in these cycles e.g. the carbon cycle where deforestation causes carbon dioxide to remain in the atmosphere. Accumulation of carbon dioxide in the atmosphere acts as a blanket that traps long wave radiation of heat and prevents it from escaping the surface of the earth back into the atmosphere. This phenomenon is known as the greenhouse effect. The trapped radiation is converted into heat. This heat causes global warming.

Destruction of forests also causes modification of climate of an area mostly leading to desertification and aridity.

What then should be recommended as solutions to these problems?

- a) For every tree that is cut, three, not two should be planted in its case. We have reached such a critical point that to prevent the desertification of the world that many more trees need to be planted.
- b) Unless it is necessary, water catchments areas should strictly be left alone
- c) Quick growing varieties of soft wood trees should be grown for commercial uses e.g. making of furniture, pencils and paper.
- d) We should carry out consistent mass education on a worldwide scale, on the importance of reforestation and the dangers of deforestation
- e) We need to enact and enforce strict laws against deforestation, worldwide.
- f) It is high time that we reduced our dependence on charcoal as a source of fuel and make use of wind and solar energy.

Nature works as a whole cycle. This is seen not only in animals where predator and prey work together but also in the different energy and nutrient cycles. As already explained earlier, forests play a crucial role in this equation. The knowledge of how to conserve



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why business use utilitarian cost-benefit analysis

At the broadest and vaguest level, cost-benefit analysis may be regarded simply as systematic thinking about decision-making

the basic principle of utilitarianism is:

Actions are right to the degree that they tend to promote the greatest good for the greatest number.

Utilitarianism is a simple theory and its results are easy to apply. It also allows for degrees of right and wrong, and for every situation the choice between actions is clear-cut: always choose that which has the greatest utility.

Theory of Utility

Bentham's theory of utility is based on three central features:

1. The greatest happiness principle (or utility principle)
2. Egoism
3. Artificial identification of one's own interests with those of others

BUSINESS APPLICATIONS

Utilitarianism may be employed in any business decision-making process that seeks to maximize positive effects (especially morally, but perhaps also financially and so forth) and minimize negative outcomes. As with Bentham's formulation, utilitarianism in business ethics is primarily concerned with outcomes rather than processes. If the outcome leads to the greatest good (or the least harm) for the greatest number of people

with reference to contractual theory, what are moral obligations of business?

Contractual agreement not to exhibit unethical behavior. Releasing products with defects should be informed to the customers. This is a golden practice amongst Muslims from the days of Holy Prophet (PBUH) and its heartening to see the same being employed here in the field of International Business

the contractual theory of business' duties to consumers claims that a business has four



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main moral duties: the basic duty of (a) complying with the terms of the sales contract, and the secondary duties of (b) disclosing the nature of the product, (c) avoiding misrepresentation, and (d) avoiding the use of duress and undue influence

Business claiming that environment responsibility is confined to laws. 5

Solution soooooooooooooooooooooon

On the basis of marginal cost, why an additional unit produced cost a business more? Give examples.

Solution soooooooooooooooooooooon