

Final Exam



- ▶ The final exam consists of 40 multiple-choice, 10 fill-in-the-blank, and 4 short-essay problems
- ▶ There are 2 parts to this exam, each 60 minutes long, with a 60 minute break/reading period
- ▶ This exam is cumulative, open book, open notes, but closed technology

There will be a comprehensive final exam at the end of the semester. This will test your understanding of what you have been studying throughout this entire course. Therefore, the final exam is cumulative, ranging over all the material from the readings and our class meetings.

As with the unit exams, the final is open book and open notes. However, it is closed technology. So be sure to highlight/markup the important parts of the course readings and take good class notes, while carefully organizing them so they are easy to reference during the exam.

Instructions: The final exam will consist

of two parts, worth a total possible score of 1,000. Part A will consist of 40 multiple-choice problems and 10 fill-in-the-blank problems. Part B will consist of four short essays problems asking you to respond to a new case study. You will have 60 minutes to complete each part of the exam.

The two parts of the exam will be separated by a 60-minute break. During that break, you will be asked to leave the room while I set up for part B. During that time you may talk, decompress, use the restroom, pray, complain, brag, and so on.

When you return to the room, a case study will be waiting for you at your seat.

You should then use the rest of the break to read and study that case. The purpose of this is for me to gauge your ability to respond to a *new* situation that we have not specifically covered during the course.

Once you sit to read the case, you cannot talk to anyone nor can you leave the classroom until you have finished part B. So prepare accordingly during your break. (I recommend giving yourself plenty of time to read, study, and markup the case.)

While the total possible score is 1,000, I may discount, or even drop, problems that were poorly worded or more difficult than I initially thought. As a result, your raw score will be normalized to the 100-point grading scale.

Collaboration & Academic Integrity:

As with the unit exams, *I do expect that you are bringing your own reading and your own notes to the exam* and not copies of someone else's material.

The bottom line Take good notes, keep up with the readings, see me with questions, sleep well the night before, and you should make it out alive.

Please continue ▼

Structure

Part	Problem Type	Total Possible Score	Expected Time to Complete
A	40 Multiple Choice	400	40 Minutes
	10 Fill in the Blank	200	20 Minutes
	60-Minute Break & Reading Time for Case Study		
B	4 Short Essay	400	60 Minutes

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Multiple-Choice Problems (Sample)

For each problem below, clearly indicate the *one* item (A, B, C, or D) that is the best response. (Put your response in the box next to the problem.)

Grading Each correct response is worth 10 points;
Each incorrect response is worth 0 points; and
Each non-response (i.e., leaving the “your response” box blank/empty) is worth 3 points.

Your Response	Problem
<div></div>	<p>1. A normative claim may be best understood as a...</p> <p>A. curious question that shows a desire to learn more.</p> <p>B. factual assertion that attempts to explain a situation.</p> <p>C. startling exclamation that draws in our attention.</p> <p>D. value judgment that either prescribes or evaluates.</p>
<div></div>	<p>2. Which of the following is a normative claim?</p> <p>A. Slavery involves the buying and selling of human lives.</p> <p>B. Slavery is a horrible and tragic violation of autonomy.</p> <p>C. Slavery used to be an extremely profitable business.</p> <p>D. Slavery was practiced in the southern United States.</p>
<div></div>	<p>3. The field of ethical systems design focuses primarily on answering which one of the following questions?</p> <p>A. How do we encourage good business?</p> <p>B. What is good business?</p> <p>C. What is the purpose of business?</p> <p>D. What ought I do?</p>
<div></div>	<p>4. What social controversy was caused by Vodafone’s My #First Amazon Adventure program?</p> <p>A. Accusations of cost-cutting and putting the adventurers at risk.</p> <p>B. How Qataris should represent and display their national identity.</p> <p>C. The rights of migrant workers in Qatar to earn a competitive salary.</p> <p>D. Whether western businesses practice Ethical Imperialism in Qatar.</p>

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Fill-in-the-Blank Problems (Sample)

Fill in each blank below with the *most* appropriate word or phrase.

Grading Each correct response is worth 20 points;
Each incorrect response is worth 0 points; and
Each non-response (i.e., leaving the blank empty) is worth 6 points.
Partial credit will be awarded on a case-by-case basis.

Problem

1. The principle thesis of _____ is that the primary motive for human conduct *ought* to be prudence or self-interest. This theory should be distinguished from _____, whose principle thesis is that the primary motive for human conduct *is* prudence or self-interest. Ayn Rand famously defends the former theory, but not the latter.
2. A value judgment that makes an evaluation or a prescription is known as a _____ claim. Example of such claims include: more businesses should adopt sustainable business models, Ben & Jerry's is a good company, and the best CEO increases the company's bottom line.
3. According to shareholder theory, the executives of a business have a _____ relationship with the company's shareholders, where the executives must serve the interests of the shareholders. In such a relationship, the executives are called the _____, while the shareholders are called the _____.

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Short-Essay Problems (Sample)

The case study for this part of the exam is “Uber Surge Pricing or Über Rip Off?” Respond to *all* of the following four questions, using complete sentences.

Grading Each short essay is worth up to 100 points (for a total of 400 points); and
Not responding (i.e., not writing anything for an essay) is worth 30 points.

Problem

1. In his article, “The Ethics of Price Gouging”, Matt Zwolinski argues the following:

Standard cases of price gouging provide great benefit to those in desperate need, ... they tend to lack the morally objectionable features often ascribed to them such as coercion and exploitation, and ... attempts to prohibit the practice will harm individuals who are already vulnerable. [p. 348]

Based on this, what should Travis Kalanick do, according to Zwolinski? What exactly are Zwolinski’s arguments justifying that course of action?
2. In his article, “What’s the Matter with Price Gouging?”, Jeremy Snyder concludes that:

The moral wrongs associated with price gouging should be understood generally as failures of respect for others.... Price gouging is only possible in transactions involving some good essential to living a distinctly human life. [p. 289]

Based on this, what should Travis Kalanick do, according to Snyder? What exactly are Snyder’s arguments justifying that course of action?
3. In his article, “Managing for Stakeholders”, R. Edward Freeman argues that “the primary responsibility of the executive is to create as much value as possible for [all] stakeholders” (p. 64).

Based on this, which stakeholders should Travis Kalanick consider, according to Freeman? For each stakeholder (or each group of stakeholders) you name, be sure to clearly explain why they are Uber’s stakeholders in this situation.
4. If *you* were in Travis Kalanick’s position as CEO of Uber and your customers were complaining on social media about your surge pricing practices, how exactly would you respond? What justifies that course of action? How would you secure the legitimate cooperation of Uber’s stakeholders to go along and support your course of action?