

# J20 MPU3322 FINAL EXAMINATION 20 APRIL 2020

Created by: Dr Antoon De Rycker

Instructions: There will be two types of questions: 20 MCQ questions, with one correct answer for each – 2 marks per question so the subtotal is 40 6 "fill in the blanks" questions, with five blanks each, which at 2 marks per correct answer gives a subtotal of 6 times 10 equals 60 marks You will have 120 minutes to complete and submit the quiz. Remember to also submit the completed, signed and dated honesty and authenticity declaration.

## 26. Fill in blank

Points: 10

The three components of morality are moral principles, moral \_\_\_\_\_ and moral standards. In professional ethics there are many cases where these three are related.

The standards are the criteria for ethical decision-making and are often derived from the \_\_\_\_\_ of behaviour; these in turn are underpinned by the principles or general \_\_\_\_\_.

To illustrate, the moral *principle* of \_\_\_\_\_ underlies moral *norms* such as refraining from exaggeration, making unfounded claims, hiding certain facts, etc. In a business context, this may apply to communication and to product information and advertising in particular. So, what moral *standards* does a hotel chain apply when advertising their rooms? Some hotels do not state the surface area of their rooms or use a wide-angle lens to make a small guest room with a double bed look \_\_\_\_\_. Self-interest or the profit motive leads to deception, overriding ethics.