

## Chapter 2—Normative Theories of Ethics

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### MULTIPLE CHOICE

1. Consequentialism
  - a. is best represented by Ross's theory of ethics.
  - b. states that sometimes the consequences of our actions can be morally relevant.
  - c. states that the moral rightness of an action is determined solely by its results.
  - d. differs from nonconsequentialism because nonconsequentialism denies that consequences have any moral significance.

ANS: C                      PTS: 1                      REF: p. 55

2. If you adopt ethical egoism as your moral code, then
  - a. you can never act honestly or be gracious or helpful to others.
  - b. you must endorse hedonism.
  - c. you must always avoid any unpleasant or painful experiences.
  - d. you believe that it is morally right to do whatever promotes your self-interest.

ANS: D                      PTS: 1                      REF: p. 56

3. Egoism as a psychological theory
  - a. states that self-interest is the only thing that ever motivates anyone.
  - b. is the same thing as ethical egoism.
  - c. states that people are sometimes selfish.
  - d. is based on egoism as an ethical theory.

ANS: A                      PTS: 1                      REF: p. 57

4. Which of the following represents a utilitarian belief?
  - a. Rightness is determined by what most people want, i.e., by majority rule.
  - b. Rightness is determined by what will bring about the most good.
  - c. We should concern ourselves only with the immediate results of our actions.
  - d. We must always disregard our own happiness when deciding what to do.

ANS: B                      PTS: 1                      REF: p. 59

5. According to the utilitarian theory, an action is morally right if and only if
  - a. it makes the person who does it happy.
  - b. everyone prefers that action to any other action.
  - c. it maximizes total, net happiness.
  - d. it brings only happiness and causes no pain.

ANS: C                      PTS: 1                      REF: p. 59

6. Utilitarians believe that
  - a. knowledge, friendship, and aesthetic satisfaction are intrinsically valuable (or inherently good).
  - b. we can predict with certainty the future consequences of our actions.
  - c. an action that leads to unhappiness is morally right if any other action that you could have performed instead would have brought about even more unhappiness.
  - d. an action can't be right if the people who are made happy by it are outnumbered by the people who are made unhappy by it.

ANS: C                    PTS: 1                    REF: p. 60

7. Which of the following considerations about utilitarianism is correct?
- The great 19th century utilitarians, Jeremy Bentham and John Stuart Mill, believed that pleasure and happiness were different things.
  - Unlike Mill, Bentham was only concerned with the amount of pleasure that an action produces, not the quality of the pleasure.
  - Act utilitarianism and rule utilitarianism boil down to the same thing.
  - Utilitarians believe that we can't compare one person's happiness with that of another.

ANS: B                    PTS: 1                    REF: p. 59-60

8. The case of the "deathbed promise" shows that
- utilitarianism may lead to conclusions that conflict with commonsense morality.
  - keeping your promises never maximizes happiness.
  - it was wrong to have made the promise in the first place.
  - utilitarianism boils down to egoism.

ANS: A                    PTS: 1                    REF: p. 63

9. Utilitarianism is appealing as a standard for moral decision making in business. Which of the following provides a reason for this?
- Utilitarianism provides an objective way of resolving conflicts of self-interest.
  - Utilitarianism provides a rigid approach to moral decision making.
  - Utilitarianism provides a fuzzy standard for formulating and testing policies.
  - Utilitarianism gives us firm rules to follow, rules that don't permit exceptions.

ANS: A                    PTS: 1                    REF: p. 61

10. Which of the following is true regarding Immanuel Kant's beliefs?
- He defended a consequentialist theory of right and wrong.
  - He believed that all duties are *prima facie* duties.
  - He believed that moral principles rest on empirical data, on observation and experiment.
  - He believed that reason by itself can reveal the basic principles of morality.

ANS: D                    PTS: 1                    REF: p. 65

11. According to Kant
- good will is the only thing that is good in itself.
  - an action has moral worth if it is consistent with the categorical imperative.
  - only actions based on feeling or sentiment have moral worth.
  - a self-interested person can never do the right action.

ANS: A                    PTS: 1                    REF: p. 66

12. Imagine a shopkeeper who is honest because being honest is good for business. When the shopkeeper refrains from cheating a customer, Kant would say this action
- was wrong because its motive was impure.
  - was in accordance with duty, but not done from duty.
  - displayed a high level of moral worth.
  - shows that he was following the categorical imperative.

ANS: B                    PTS: 1                    REF: p. 66

13. "If you want to go to law school, then you must take the LSAT exam." This statement is an example of
- the transcendental imperative.
  - a hypothetical imperative.



- b. believe that the optimal moral code would consist of only one rule, namely, always act so as to maximize happiness.
- c. assume that everyone will always follow the rules, all the time.
- d. believe that an action is wrong if it fails to maximize happiness.

ANS: A                      PTS: 1                      REF: p. 77

21. For those who are trying to make moral decisions,
- a. it is impossible to make progress on controversial ethical issues unless everyone shares the same moral theory.
  - b. endorsing a moral principle doesn't require you to apply it in all similar situations.
  - c. moral judgments don't have to be related to some general moral principles.
  - d. in a moral discussion, clarifying the facts and spelling out the principles to which people are appealing can help us to reach a solution.

ANS: D                      PTS: 1                      REF: p. 79

22. A practical basis for discussing moral issues involves taking account of
- a. effects, ideals, and obligations.
  - b. effort, duties, and organization.
  - c. compassion, intellect, and patience.
  - d. compliance, contribution, and consequences.

ANS: A                      PTS: 1                      REF: p. 79-80

23. The only accurate statement about consequentialism is:
- a. Utilitarianism is a nonconsequentialist ethical theory.
  - b. Utilitarianism is an egoistic normative theory.
  - c. Consequentialism says that the moral rightness of an action is determined solely by its results.
  - d. Nonconsequentialists deny that consequences have any moral significance.

ANS: C                      PTS: 1                      REF: p. 55

24. A key idea of Immanuel Kant's ethical theory is that:
- a. all duties are *prima facie* duties.
  - b. the moral permissibility of our actions depends entirely upon their consequences.
  - c. we should treat people as ends in themselves, never merely as means.
  - d. only pleasure has intrinsic value.

ANS: C                      PTS: 1                      REF: p. 68

25. Which of the following is true regarding utilitarian beliefs?
- a. Utilitarians wish to maximize happiness not simply immediately, but in the long run as well.
  - b. Utilitarians contend that we can determine with certainty what the future consequences of our present actions will be.
  - c. When choosing among possible actions, utilitarianism requires us to disregard our own happiness.
  - d. For the hedonistic utilitarian, knowledge, friendship, and aesthetic satisfaction are inherently good.

ANS: A                      PTS: 1                      REF: p. 78

**TRUE/FALSE**

1. Adam Smith made the point that individual pursuit of self-interest (egoistic conduct), even when subject to rules and constraints, always undermines the utilitarian goal of producing the most good for all.

ANS: F                      PTS: 1                      REF: p. 64-65

2. Rule utilitarianism applies the utilitarian standard, not to individual actions, but to moral codes as a whole.

ANS: T                      PTS: 1                      REF: p. 76-77

3. When a utilitarian like Jeremy Bentham advocates "the greatest happiness for the greatest number," we must consider unhappiness or pain as well as happiness.

ANS: T                      PTS: 1                      REF: p. 59

4. The connection between rights and duties is that, generally speaking, if you have a right to do something, then someone else has a correlative duty to act in a certain way.

ANS: T                      PTS: 1                      REF: p. 73

5. According to Immanuel Kant, moral reasoning is based on observation.

ANS: F                      PTS: 1                      REF: p. 65

6. According to Jeremy Bentham and John Stuart Mill, pleasure is the one thing that is intrinsically good or worthwhile.

ANS: T                      PTS: 1                      REF: p. 59

7. The rights guaranteed in the Bill of Rights are positive rights, not negative rights.

ANS: F                      PTS: 1                      REF: p. 74

8. According to W. D. Ross, we have immediate intuitive knowledge of the basic *prima facie* moral obligations/principles.

ANS: T                      PTS: 1                      REF: p. 76

9. Richard Brandt defends a form of act utilitarianism.

ANS: T                      PTS: 1                      REF: p. 77

10. All moral rights are legal rights.

ANS: F                      PTS: 1                      REF: p. 73

11. By "maxim," Immanuel Kant meant the subjective principle of an action, the principle that people in effect formulate in determining their conduct.

ANS: T                      PTS: 1                      REF: p. 66-67

12. Normative theories of ethics propose some principle or principles for distinguishing right actions from wrong actions.
- ANS: T                      PTS: 1                      REF: p. 55
13. Nonconsequentialist theories of ethics never consider the consequences of an action or rule when making a moral judgment.
- ANS: F                      PTS: 1                      REF: p. 55
14. The view that equates morality with self-interest is egoism.
- ANS: T                      PTS: 1                      REF: p. 56
15. Egoists only do what they feel like doing.
- ANS: F                      PTS: 1                      REF: p. 56
16. Ethical egoism says that human beings are, as a matter of fact, so constructed that they must behave selfishly.
- ANS: F                      PTS: 1                      REF: p. 56-57
17. Jeremy Bentham thought that a community is no more than the individuals who compose it and that the interests of the community are simply the sum of the interests of its members.
- ANS: T                      PTS: 1                      REF: p. 59
18. One feature about utilitarianism that makes it appealing as a standard for moral decisions in business and nonbusiness organizations is that it provides a clear and straightforward basis for formulating and testing policies.
- ANS: T                      PTS: 1                      REF: p. 61
19. According to Adam Smith, if business is left to pursue its self-interest, the good of society will be compromised and harmed.
- ANS: F                      PTS: 1                      REF: p. 64-65
20. Immanuel Kant believed that it is only when we act out of empathy for others that our actions have moral worth.
- ANS: F                      PTS: 1                      REF: p. 65-66
21. A hypothetical imperative tells us to act as we would want everyone to act in that situation.
- ANS: F                      PTS: 1                      REF: p. 67
22. Immanuel Kant believed that prostitution was immoral because, by selling their sexual services, prostitutes allow themselves to be treated as only a means to an end.
- ANS: T                      PTS: 1                      REF: p. 70-71
23. A *prima facie* obligation is an obligation that can be overridden by a more important obligation.

ANS: T                    PTS: 1                    REF: p. 71

24. A supererogatory act is an act that would be good to do, but not doing it is not wrong.

ANS: T                    PTS: 1                    REF: p. 73

25. W. D. Ross denied that we have immediate, intuitive knowledge of the basic *prima facie* obligations.

ANS: F                    PTS: 1                    REF: p. 76

### SHORT ANSWER

1. What is the difference between legal rights and moral rights and between negative rights and positive rights?

ANS:  
See referenced pages.

PTS: 1                    REF: p. 73-75

2. According to Kant, when does an action have moral worth?

ANS:  
See referenced page.

PTS: 1                    REF: p. 66

3. What is the difference between the categorical imperative and a hypothetical imperative?

ANS:  
See referenced pages.

PTS: 1                    REF: p. 66-67

4. State two alternative formulations of Immanuel Kant's categorical imperative. Explain what they mean.

ANS:  
See referenced page.

PTS: 1                    REF: p. 69

5. Identify two forms of ethical egoism. What are these two forms and how do they differ from one another?

ANS:  
See referenced page.

PTS: 1                    REF: p. 56

6. What is a *prima facie* obligation?

ANS:  
See referenced pages.

PTS: 1                    REF: p. 71-72

7. Explain one of the two criticisms of Kant's ethics.

ANS:  
See referenced pages.

PTS: 1                    REF: p. 69-71

8. Explain one of the three criticisms of Utilitarianism.

ANS:  
See referenced pages.

PTS: 1                    REF: p. 62-64

9. What is the difference between egoism as an ethical theory and psychological egoism?

ANS:  
See referenced pages.

PTS: 1                    REF: p. 56-57

10. According to Immanuel Kant, lying is never morally permissible. Why does he believe this?

ANS:  
See referenced page.

PTS: 1                    REF: p. 67

## **ESSAY**

1. Name one circumstance that Ronald Green thinks that "everybody's doing it" can be a legitimate excuse? Which normative theory does Green seem to accept? How could someone object to Green's position?

ANS:  
See referenced pages.

PTS: 1                    REF: Reading 2.2

2. Choose two theories of ethics from the reading and explain how you would properly apply them to the "Blood for Sale" case.

ANS:  
See referenced pages.

PTS: 1                    REF: Case 2.3



3. How would the six points of utilitarianism be applied to "The Ford Pinto" case to come to a proper resolution?

ANS:

See referenced pages.

PTS: 1

REF: Case 2.2

4. Choose a current day problem in business ethics and explain how Hare's approach could be used to solve it.

ANS:

See referenced pages.

PTS: 1

REF: Reading 2.1