

9 Ethics

Answer key

- 1 e** Model A is more appropriate when there are multiple solutions, and Model B when there is one main solution.
- 2 a** *Suggested answer*
Ethics is principally the study of what is right or wrong in a given situation. As Fraedrich, Ferrell and Ferrell (2011) stated, 'Ethics has also been called the study and philosophy of human conduct, with an emphasis on determining right and wrong,' for example, determining within a society what is a criminal offence and deciding on how best it should be punished. It is essentially a set of principles by which people choose to live their lives.
- 4** 1 inaccurate 2 unconvincing 3 incorrect
4 unjustified 5 unreasonable 6 unsound
7 invalid 8 unwarranted
- 6** 1 a 2 b
- 7 a** *Suggested answers*
1 To demonstrate what can happen without rules
2 To support their argument that rules are needed