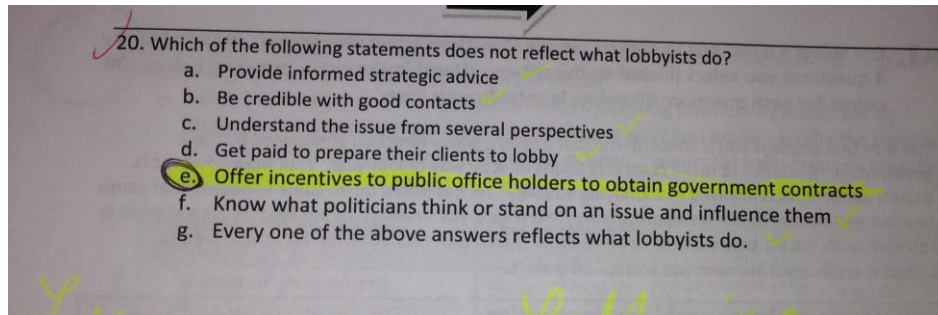


PART 1 - True or false statements. Multiple choice questions. Write or circle your answers clearly on this questionnaire. 40 points in total; 2 points for each correct answer.

- ✓ 1. Adam, a manager, is concerned with how to apply the rules and principles that guide morally appropriate behaviour into decisions that will affect his firm's product development. He is ~~concerning~~ concerning himself with the ethics of business.
a. True _____
b. False _____
- ✓ 2. "If my employees have to take a wage roll back, then I should take one too." This statement is consistent with the principle of the categorical imperative.
a. True _____
b. False _____
- ✓ 3. Daniel is the Finance VP of Hezmut Corp. He is considering whether or not he should submit the corporate financial report as drafted at the upcoming annual shareholders' meeting. He believes that the information does not fully disclose the entire situation and the risks regarding a planned merger. He wonders to himself: "What would my mom say if she found out what I was condoning?" Daniel is applying which principle of ethical analysis?
a. Self-interest
b. Personal virtues
c. Ethics of caring
d. Utilitarian beliefs
e. Deontology
f. None of the above answers
- ✓ 4. Self-regulation refers to regulatory forces that are imposed and enforced by _____.
a. The corporation
b. The competition
c. Professional associations
d. The business community
e. Individual divisional managers within a business entity
- ✓ 5. A decision maker should always identify stakeholders involved in a decision prior to determining what alternative solutions to the problem are possible.
a. True _____
b. False _____
- ✓ 6. Volunteerism, in the context of corporate social responsibility (CSR), refers to theories that argue that a firm has responsibility for the social welfare and progress of society.
a. True _____
b. False _____

7. According to Carroll's Pyramid of Social Responsibility, profits resulting from the satisfaction of the economic responsibilities of the firm are necessary before any other responsibilities, including legal, ethical and philanthropic can be carried out.
- a. True _____
b. False _____
8. The Government of Saskatchewan owns and operates Saskatchewan Government Insurance (SGI) which provides insurance for automobile owners in the province. SGI is an example of a:
- a. Chosen instrument
b. Mixed enterprise
c. Public-private partnership
d. Crown Corporation
e. Quasi-Government institution
9. Frank Nikomo, now retired, is a former school teacher who developed a strong reputation nation-wide for his ability to reach youth with gang involvement. Frank has decided to leave retirement and offers his expertise to various teaching associations, such as the Newfoundland and Labrador Teachers' Association, to help them lobby for funds to support social initiatives in schools. This is an exemplar of which type of business lobbyist?
- a. Business Interest Group
b. Consultant
c. In-house
d. None of the answers
e. This is not an example of lobbying as it involves the public, not private sector.
10. The Alberta Teachers Association cannot be considered a lobby group as it is not a for-profit enterprise.
- a. True _____
b. False _____
11. The Alzheimer's Society serves individuals and family members affected by this challenging disease. As a non-profit organization, however, it is prohibited by law to lobby government for funding.
- a. True _____
b. False _____
12. Think tanks are organizations or groups of experts funded by government to provide informed advice on how to influence business and civil society.
- a. True _____
b. False _____

- X 13. Business-NGO relations have the potential to produce all of the following except:
- a. Build business leadership
 - b. Foster social, environmental and economic success
 - c. Damage reputations
 - d. Alienate stakeholders
 - e. Lower business start-up costs
 - f. All of the above answers capture the potential of business-NGO relations.
- ✓ 14. Which of the following statements is not indicative of civil society's supportive influence:
- a. Source of workers ✓
 - b. Social capital provider ✓
 - c. Distributor of information ✓
 - d. Source of profit
 - e. Honest broker between government and business ✓
 - f. All of the above.
- ✓ 15. Government procurement policy remains unchanged over a ten-year period - in other words the policy provisions are clear and stable - because of the economic significance of this multi-billion dollar market and the need for bidding process stability to ensure that businesses can sell efficiently their goods and services to government.
- a. True _____
 - b. False ~~_____~~
- ✓ 16. The Royal Bank of Canada and Canada Post are examples of mixed corporations; in other words, ownership in each corporation is shared between the Government of Canada and the private sector.
- a. True _____
 - b. False ~~_____~~ *Crown corp*
- ✓ 17. Regulations are often used to address so-called market failures. Which among the following types of regulation is not related to a market failure?
- a. Risk of monopoly by an energy supplier
 - b. Pharmaceutical product labelling
 - c. Unseen externalities of a production process
 - d. Policy think tank
 - e. All of the above
- ✓ 18. A Crown corporation typically provides a service or a product that the private sector would be unwilling or unable to provide.
- a. True ✓
 - b. False _____
- ✓ 19. To ensure transparency in the conduct of lobbying in Canada, the practice is not regulated since lobbying is considered a legitimate activity.
- a. True _____
 - b. False ~~_____~~ *Code of Conduct Act*



#2, 3, 4

Part 2 – You select 3 questions to answer among Questions 1 to 4 that follow. Respond to the 3 questions you select (including the sub-questions) in the space provided below. 20 points for each question; 60 points in total for this Part.

1. The firm that employs you is concerned about a recent policy direction announced by the government. It intends to make representations on it by way of lobbying. Your boss however is unsure about what is involved in a lobbying strategy. He has jotted down some elements that came to mind and that he thinks are appropriate. He is asking you to help him out identify (circle) what is relevant from the list below and to provide some brief explanation of what he would need to consider under each element you select. 20 points.

Your boss' notes on elements to consider in a lobbying strategy	Your explanation
1. Define the ethical dilemma	
2. Apply the justice, utilitarian and deontological tests	
3. Frame the lobbying issue. Position it in the sector	Strategic, operational or both? / Important to only you or other firms too.
4. Identify the main ethical approach before lobbying	
5. Determine whom to lobby	Politicians? Bureaucrats? Both?
6. What is my lobbying approach?	Direct? Indirect?
7. Hope that my ethical decision is the right one	
8. Implementation plan (people, money, collaborators, duration, etc.)	Resources?
9. Risk analysis and contingency plan in case of sudden change	What is plan B in event of sudden change.
10. Report to Parliament	

Strategy =
 1) Frame
 2) Position
 3) Whom
 4) Approach?

5) How long?
 6) Resources?
 7) Contingency plan.

1) Frame
 2) Position
 3) Whom
 4) Approach
 5) How long
 6) Resources
 7) Contingency

2. Stanbury presents a framework for examining business-government relations. Answer the following three sub-questions (20 points in total):

a. Select (circle) **FOUR** of the applicable factors affecting business as presented by Stanbury in his business-government relations model and explain briefly the significance of each one for the relationship (8 points in total; 2 points for each properly identified factor and a reasonable short explanation).

Stanbury: Factors affecting BUSINESS	Short explanation
1. Extent of government intervention in the sector ✓	How much governments choose to be involved and regulate businesses can affect a business greatly. By controlling a business, gov. can have many rules and regulations imposed, that prevent a business from operating, or perhaps enhance operations
2. The existence of market competition and its strength ✓ Depending on competition in a certain business sector, a business can be greatly affected. Certain businesses are shut down completely due to (subsidies)	
3. The perception of the public ✓	How the public views a business is a great factor. IS the business ethical? IS it fair and just? The public looks for these factors when consuming goods/services.
4. The tendency of an unregulated market to create a monopoly	
5. The degree to which government actions determine success or failure	
6. Nature of relations between business and its primary stakeholders ✓	A business must hold strong bonds with all of their stakeholders. They must ensure transparency, honesty and commitment when dealing with stakeholders.
7. The desires of Her Majesty the Queen regarding the "Commercial" syndrome	
8. The nature of human capital generated by businesses investing in universities	

Continued:

Monopolies taking over. Businesses must be aware of threats and how to overcome competition in order

6/8

b. Identify (circle) **FOUR** of the factors affecting government presented by Stanbury and explain briefly the significance of the selection for the relationship (8 points in total; 2 points for each properly identified factor and a reasonable short explanation).

Stanbury: Factors affecting GOVERNMENT	Short explanation
1. Philanthropic initiatives of civil society	
2. U2, Céline Dion and other influential artists dedicated to a social cause	
3. Behaviour of the media ✓	Media is monitored by practically every and any citizen. How they report news and political info can affect the gov. greatly.
4. Actions of other governments ✓	Other governments such as federal or provincial, depending, can affect each other a lot. The gov. needs to be aware of different levels of gov. and react to their desires and suggestions. There must be a relationship between the two to act effectively.
5. The "Guardian" syndrome	
6. Size of the government's majority and the regional distribution of seats in the legislature ✓	By having a greater majority, gov. has more power. If they have more seats, it is easier for the party in power to make unanimous decisions and legislations.
7. Action of opposition parties ✓	When opposition parties start to take an offensive stance in campaigns, the gov. needs to be aware and react accordingly to the claims of opposition.
8. Social media	

8/10

c. What is Stanbury's conclusion regarding business-government relations? Select (circle) what is relevant and explain (4 points).

Stanbury concludes that:	Short explanation
1. Business and government are a single world	
2. Each sector protects the other while attempting to further its own interests	
3. Business and government are two societal segments that are affected by different variables and processes	They are two different "worlds" affected by much different factors, values and incentives. Gov. is not concerned w profits, but more regulation. They tend to be proactive whereas businesses are reactive.
4. Business and government trash each other in the "policy arena" because they are in conflict and they do not understand each other	
5. The significant role played by international organizations (example: UN, OECD) in trade agreements tends to usurp national government sovereignty	
6. Because of the largely confrontational nature of the relationship, they clash in the policy arena. Business lobbies government and government regulates business.	The two sectors will most likely never see "eye-to-eye" because of their policies. Gov. sets out to regulate, whereas businesses lobby government to get their way. The two methods are

very confrontational, and cause major battles between the two sectors for funding and support.

4/4

3. Identify five forms of government influence on business in Canada. For each identified form, explain in a few sentences how business is affected by that government intervention. (20 points; 4 points for each form and adequate explanation.)

1. Procurement

→ Governments often purchase a lot of goods and services. The constantly changing amount of procurement can affect businesses greatly.

2. Government regulation

→ often governments find themselves having to regulate the business sector. Regulation can occur to prevent and control monopolies that may get out of hand, or perhaps regulations of product labelling and ingredients.

3. Government Ownership

→ In any business sector, certain businesses are owned by the government. Here in Canada, Canada Post is an example. These businesses are called crown corporations. Often the government provides a service or good that would not be available or attainable from civil & public sectors.

4. Taxation

→ The government imposes all kinds of taxes on businesses. These taxes can be used to regulate the business. For example there are taxes imposed for pollution. Businesses can be charged heavily for their actions.

5. Subsidies

→ When the government recognizes a business for doing well or good work and is benefiting society, often they will subsidize the business. This involves the transfer and giving of funds to the business involved. If the business is getting a large amount of subsidies, this can give them a great advantage.

4. Identify five tools that civil society uses to influence business and government. For each identified tool, explain in a few sentences how business and government may be affected. (20 points; 4 points for each tool and adequate explanation.)

1. Lobbying

The government is often approached by civil society through lobbying. This can be direct lobbying or indirect. Civil society demands and fights for their position on certain issues through advocacy ads, media, meetings, protests etc.

2. Publishing

The publishing of articles, and media can often be used in order to capture the attention of the government. By making issues well-known and wide spread, governments see a possible threat.

3. Demonstrations

When civil society is unhappy with government practices, they are not afraid to show it. By setting up protests and demonstrations, they make a public statement, and often cause the government to have to take action.

4. Media Campaigns

By using the media in order to spread their message, civil society is able to reach out to news networks, newspapers and advertising companies. They send out their message or stance publically, and it is loud and clear.

5. Social Networking

Using today's modern technology, civil society can attempt to grab government's attention through social networking, for example through facebook, twitter, or online resources.

Demonstration of Protest

16/20