



SCHOOL OF TOURISM AND HOSPITALITY
MASTER OF HOSPITALITY BUSINESS MANAGEMENT
END OF MODULE EXAMINATION
MHBM 8101: ETHICS, GOVERNANCE AND RESPONSIBILITY

DATE: Wednesday, 5th July 2023

DURATION: 2 Hours

INSTRUCTIONS

1. This examination consists of FOUR questions.
2. Answer Question ONE (COMPULSORY) and any other TWO questions.

QUESTION 1: COMPULSORY (20 marks)

- a) Define the following terms:
- i. Corporate Governance (2 marks)
 - ii. Human person (2 marks)
 - iii. Ethics (2 marks)
 - iv. Truth (2 marks)
 - v. Common good (2 marks)
- b) Answer true or false and verify your answer
- i. Business ethics focuses mostly on personal ethical issues. (2 marks)
 - ii. An ethical culture is based upon the norms and values of the company. (2 marks)
- c) Explain how Sociology and History differ from the philosophical study of Ethics. (6 marks)
- d) List at least 5 basic human goods and justify why they qualify to be so. (10 marks)

Question 2 (20 marks)

- a) Answer true or false and verify your answer.
- i. Stakeholders provide resources that are more or less critical to a firm's long-term success. (2 marks)
 - iii. Three primary stakeholders are customers, special interest groups, and the media. (2 marks)
- b) Read the following and answer the questions that follow:
Due to the COVID-19 pandemic a hotel chain had to close several of its hotels due to travel restrictions and a decrease in demand for hotel rooms. As a result, the hotel chain's stakeholders were affected in various ways.
- i. Name and describe how at least 4 different stakeholders were affected as a result of the closure and highlight the corresponding impact. Classify them as primary or secondary. (6 marks)
 - ii. What measures should the hotel chain take to address the needs of its stakeholders? (5 marks)

- iii. As the pandemic continued, hospitality businesses had to make tough decisions to balance the needs of its stakeholders. Suggest some of the decisions that may have had to be made in relation to this. (5 marks)

Question 3 (20 marks)

- a) Answer true or false and verify your answer. (2 marks each)
- i. Social responsibility in business refers to maximising the visibility of social involvement. (2 marks)
 - ii. Acting ethically means acting intelligently. (2 marks)
- b) Marriott International, one of the world's largest hotel chains, launched its Sustainability and Social Impact Initiative in 2017 with the aim of reducing its environmental footprint and making a positive impact on the communities in which it operates.
- i. Suggest some of the initiatives that could possibly have been included in this initiative. (8 marks)
 - ii. By supporting businesses that demonstrate responsible practices, it is possible to create a more equitable and sustainable tourism industry. Suggest ways in how this could possibly be done. (3 marks)
- c) List some of the benefits that Marriott International would enjoy as a result of their commitment to social responsibility. (5 marks)

Question 4 (20 marks)

- a) Answer true or false and verify your answer.
- i. Moral dignity cannot be lost. (2 marks)
 - ii. Natural law varies from individual to individual. (2 marks)
- b) The Overbooking Dilemma
You are the manager of a popular hotel that is fully booked for the weekend. However, a guest arrives at the hotel with a confirmed reservation, only to find out that there are no rooms available. You realize that the hotel has overbooked and you must decide what to do.
- i. What are your ethical obligations as a Hospitality Manager in general, and in this particular situation? (4 marks)
 - ii. What are the potential consequences of each course of action that you suggest in the case provided above? (4 marks)
 - iii. What options are available to you? (2 marks)
 - iv. Question 4: How can you balance the needs of the guest with the needs of the hotel? (2 marks)
 - v. What policies can you put in place to prevent this situation from happening again? _{-*} (4 marks)

All the best!

TOTAL = 60 MARKS; WEIGHT = 50%