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MBA 641:

This is an open-book test. Answer the following essay questions using your course materials. Provide explanations, examples and details where necessary. Each essay answer is worth 20 points.

1. CHAPTER SEVEN: Epocrates is a free smartphone app that finds information about drug

dosing, drug interactions, and insurance. It is used by almost half of the doctors in the United

States, and by a million pharmacists, nurses, and medical students. The catch: Users must click

through pharmaceutical company ads before they can access the information they are searching.

 a. Is this situation any different from the way in which ordinary internet users are bombarded by ads reflecting their previous browsing history?

 b. Who are the stakeholders?

 c. What ethical issues arise?

2. UNIT EIGHT: If you started a business, under what circumstances would you be willing to surrender a substantial percentage of the business’s ownership to obtain venture capital financing? Explain.

3: CHAPTER EIGHT: Biotechs medicines (proteins made by modifying the DNA of bacteria, yeast or mammal cells and infused into sick patients) are the fastest growing category of health spending. Sales reached $83 billion in 2012, with hundreds of biotech products being synthesized to treat cancer, AIDS, Diabetes, Alzheimer’s, and many other diseases. The manufacture of biotechnologies is more complex and costly than conventional medicine, and the cost to patients can run as high as $25,000 – $50,000 a year. Some members of Congress have introduced legislation that would give consumers access to lower-cost copies; one would authorize the FDA to approve safe, lower-cost versions of biotechnology drugs without the full range of tests normally required for new products.

a. Who are the stakeholders that will be affected by such legislation?

b. What arguments can you make for or against it?

4. CHAPTER THREE: After the tragic school shooting in Newtown, Connecticut in 2013, one newspaper mapped the names and addresses of more than 33,000 handgun permit holders in nearby counties. Although the information was gathered from public sources, its publication upset many people. Using the ethical theories outlined in Chapter One, consider the ethics of posting the following on a newspaper website:

 a. The personal details of all employees at local abortion clinics.

 b. The arrest records for drunk drivers.

 c. The names and addresses of food stamp recipients in your community.

 d. The donors to groups that promote Gay and Lesbian rights.