

Name: MOHIT TIWARI
Batch A1 & B1Roll No. 17UCS09231MM. 50
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1. Read the following case of Ford Pinto and answer the questions that follow:

In May of 1968, the Ford Motor Company, based upon a recommendation by then vice-president Lee Iacocca, decided to introduce a subcompact car and produce it domestically. In an effort to gain a large market share, the automobile was designed and developed on an accelerated schedule. During the first few years, sales of the Pinto were excellent, but there was trouble on the horizon, caused by a large number of casualties in road accidents.

The controversy surrounding the Ford Pinto concerned the placement of the automobile's fuel tank. It was located behind the rear axle, instead of above it. This was initially done in an effort to create more trunk space. The problem with this design, which later became evident, was that it made the Pinto more vulnerable to a rear-end collision. Other features of the car enhanced this vulnerability. The gas tank and the rear axle were separated by only nine inches. There were also bolts that were positioned in a manner that threatened the gas tank. Finally, the fuel filler pipe design resulted in a higher probability that it would disconnect from the tank in the event of an accident than usual, causing gas spillage that could lead to dangerous fires. Because of these numerous design flaws, the Pinto became the center of public debate.

The crux of the public debate about The Ford Motor Company was the decision not to make improvements to the gas tank of the Pinto after completion of the risk/benefit analysis. Internal Ford documents revealed Ford had developed the technology to make improvements to the design of the Pinto that would dramatically decrease the chance of a Pinto "igniting" after a rear-end collision. This technology would have greatly reduced the chances of burn injuries and deaths after a collision. Ford estimated the cost to make this production adjustment to the Pinto would have been \$11 per vehicle. Most people found it reprehensible that Ford determined that the \$11 cost per automobile was too high and opted not to make the production change to the Pinto model.

Ford's Risk/Benefit analysis:

Benefits of change in design

Savings: 180 burn deaths, 180 serious burn injuries, 2100 burned vehicles

Unit Cost: \$200,000 per death, \$67,000 per injury, \$700 per vehicle

Total Benefit: $180 \times (\$200,000) + 180 \times (\$67,000) + 2100 \times (\$700) = \49.5 Million

Costs of change in design

Sales: 11 million cars, 1.5 million light trucks

Unit Cost: \$11 per car, \$11 per truck

Total Cost: $11,000,000 \times (\$11) + 1,500,000 \times (\$11) = \$137 \text{ Million}$

However, in the end Ford's assumptions about Cost/Benefit analysis proved wrong and they had to face severe criticism and penalties.

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- ✓ A. Do you think Ford's cost/benefit analysis (utilitarian analysis) was appropriate or they were missing certain points? Briefly explain using both Act and Rule Utilitarianism that you have studied. (8 marks)

Ford's cost/benefit Analysis was clearly inappropriate & they certainly were missing some crucial points.

- * Their decision of not making changes in the design was unethical. It would mean that people would continue to die in road accidents. They only cared about the monetary aspect of death (\$200,000 per person), instead of caring about loss of an innocent human life.

✓ ^{violated} ~~Followed~~ Rule utilitarianism in this case as, it is according to their business rule not to allow a plan in which monetary losses are more than profits.

- * They cared only about market share & compromised on the security of their customers, which in turn led to many casualties & injuries in road accidents.

- * ~~They did not~~ In the end their cost/benefit analysis ^{was} ~~proved~~ wrong & penalties were imposed on them. They hadn't taken these penalties in account in their analysis, in the case it failed / was proven wrong.

The overall behaviour of Ford in design issue was unethical as not only they compromised the lives of their customers for a larger market share but also they refused to change the design due to losses they would've suffered if they changed design of each car & truck. They could've made the design better & saved lives of many people but they didn't do so, which is completely unethical.

~~During~~ ^{violated} the entire time, They ~~Followed~~ Rule utilitarianism. They ~~did not~~ cared about not violating the Profit-loss rule of business. They should've acted in accordance to Act utilitarianism, acting in favour of the greatest good for greatest no. of people by changing the design.

- B. How would a follower Kantian Ethics will react to this situation? Analyze the decision of Ford Pinto using three Maxims of Kant's Categorical Imperatives (8 marks).

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If a ~~Kantian~~ follower of Kantian ethics were stuck in this situation. He would've not cared about the consequences / outcomes of his decision, only thing to matter the most would've been his intentions & duties towards the organization (Ford). As a Ford employee, he should

have cared about his duties as an employee & responsibility that the Company has given him. Before thinking about Greatest good for greatest no. & lives of people, He ~~a~~ would've thought about the company & ^{monetary} losses it would've faced, if they changed the design of each vehicle. ~~As a part of Ford~~ It is even possible that Ford could've ~~not~~ Failed to bear the losses & Company could've been shut down permanently.

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Integral part of Ford, he should've completed his duty to act ~~as~~ so that, the company should not face any losses, without considering the consequences (deaths & injuries of people). This is in compliance with Kant Theory & The Three maxims of Kant's Categorical Imperative.

~~The~~ A Follower of Kant would've considered his duty to not ~~let~~ let the company suffer losses & He would have ~~not decided~~ decided not to change the design of cars & mini trucks

C. Explain John Rawl's idea of 'Fairness as Justice,' the 'original position' and 'veil of ignorance.' Was the decision of Ford Pinto fair? Analyze using John Rawl's theory (8 Marks).

John Rawl's Idea of "Fairness as justice" has two principles →
i) principle of liberty ii) principle of equality.

principle of liberty states that each & every citizen must enjoy equal liberties & rights without any discrimination on basis of caste, creed, etc.

principle of equality states that "offices & positions" should be open to each & every individual. ~~&~~ Equal opportunities must be given.

The least advantaged person of society should be given maximum benefit (Difference principle).

"Original position" → It is a theoretical experiment in which each individual would select ~~for~~ a person as his representative. & a party comprised of all representatives will serve justice & make decisions for the whole society.

"Veil of Ignorance" → In "Original position" experiment, if all the representatives were deprived of caste, creed, sex about the people who chose them & only those qualities/virtues necessary for justice are preserved, Then best justice will be served without being biased for ~~their~~ culture, caste, creed of their people & of them as well.

The decision of Ford Pinto was highly unfair as it violated the Rawls principle of liberty, each person has basic right/liberty to live without any threat, which was compromised due to faulty design.

They also violated principle of equality as they unconsciously considered monetary benefits more important over lives of their customers.

2) Explain PERMA and its role in an individual's life and discuss how Matthieu Ricard's idea of mind training/brain transformation can help increase happiness for human beings. (8 marks)

2) PERMA model states the key points that contribute to the Happiness or well-being of an individual. In simpler words, it states highlights the factors which contribute to one's Happiness.

P - Positive emotions

i) Positive emotions like pleasure, approval, satisfaction play a major role in deciding the inner happiness that we feel.

E - Engagement

ii) Engagement in some ~~work/activity~~ in which one tends to lose all his worries/tensions & becomes a part of the activity itself.

R - Relationships

M - Meaning

A - Accomplishments

iii) Relationships ~~with~~ play a major role in happiness,

Humans are a social creature & Healthy social relationships increases happiness quotient a lot.

iv) Meaning - When one realises there is meaning to his/her life & he is a part of something even bigger than himself. It gives inner satisfaction & peace. which in turn makes us happy. example -> Social work.

v) Accomplishments -> goals that one has achieved through hard work makes us happy.

PERMA ~~model~~ is beneficial in an individual's life. As happiness is the final end of all our desires & needs. ~~PERMA~~ ~~helps~~ PERMA signifies the basic building blocks of happiness that no one should underestimate.

According to Matthieu Ricard, There is a difference between pleasure & happiness. pleasure is contingent upon time & things where as happiness is the bigger picture it is a sensation of serenity & fulfillment. Most of us are seeking pleasure instead of happiness & it should be other way round.

Mind training is the central idea of Meditation. Mind training is basically training your mind to realise that happiness is something which is ~~within~~ within us, not outside. ~~to train~~ Training the mind to keep negative emotions in check & to avoid their further development in our mind. Mind training develops the inner peace & resistance to negative influences, ~~outer~~ world throws at us, at a constant basis. One of its aim is to inculcate ~~the~~ peace like depth of an ocean, no matter what's going on the surface, The depth of peace will always be there, deep & calm.

In these ways, mind training aims at controlling our minds, developing inner peace, avoid negative feelings to develop in side the ~~mind~~ mind. All of this, which ultimately increase the happiness of an individual. or simpler said, we will learn the art of being happy through mind training.

3. 'We are prejudiced against others because our we are locked within ourselves deeply and carry stereotyped notions against others.' Critically evaluate the statement. Analyze how Thandy Newton's idea of 'embracing otherness, embracing myself' can help us realize the oneness of human kind. (8 marks)

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Thandy Newton's one parent was white & other was black (from zimbabwe). due to her mixed race & her brown colour, she had to face criticism & she was prejudiced since childhood on basis of her colour, caste, creed. She got affected by prejudice of others as she had low self esteem & her inner self was extremely vulnerable & weak.

Over the time, she realized the idea of embracing otherness & she lost her weak inner self every once in a while. She was a great dancer and an amazing actress, when she was dancing/acting, she used to get completely immersed in the act & she used to ~~lose~~ ^{lose} herself in the process.

This stimulated ^{& helped} her act of embracing otherness which in turn helped her embrace her inner self.

We as a species are ~~are~~ a single breed & have oneness in each one of us. It is the barriers of caste, race, nationality, Religion which divided us ^{from} the day we were born. Each one of us came in this world ^{only} as a human being & there is oneness in each one of us no matter what nation, caste, race we belong.