



FACULTY OF LIBERAL ARTS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **MPU3322 Professional Ethics**
Semester & Year : January – April 2017
Lecturer/Examiner : Dr. Wong Kok Keong
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (30 marks) : THIRTY (30) multiple-choice questions. Answer ALL questions. Each question carries ONE (1) mark. Shade your answers in the Multiple Choice Answer Sheet provided.
PART B (70 marks) : FIVE (5) short-essay questions. Answer ALL questions. Answers are to be written in the Answer Booklet provided.
2. Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
3. This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.
4. Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.

WARNING: The University Examination Board (UEB) of BERJAYA University College of Hospitality regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Student Handbook, up to and including expulsion from BERJAYA University College of Hospitality.

Total Number of pages = 8 (Including this cover page)

PART B : SHORT-ESSAY QUESTIONS (70 MARKS)

INSTRUCTION(S) : Answer **ALL FIVE (5)** short answer questions. Write your answer in the answer Booklet(s) provided.

1. Answer questions (a) and (b) on ethics and law.
 - (a) Discuss **TWO (2)** differences between ethics and law. *(6 marks)*
 - (b) Discuss **TWO (2)** ways to show how law and ethics are also connected to one another even though they are different. Use examples to help you to explain. *(4 marks)*
2. Answer questions (a) and (b) about “profession” and code of professional ethics.
 - (a) Other than having a code of professional ethics, describe **TWO (2)** other characteristics also typically considered as part of a “profession”. *(6 marks)*
 - (b) Explain **THREE (3)** reasons why it is important to study professional ethics? *(9 marks)*
3. Describe at least **ONE (1)** advantage and at least **ONE (1)** disadvantage of social responsibility for a corporation. On the whole, do you think corporations should practice social responsibility? Explain at least **ONE (1)** reason. (Your reason should not be the same as the advantage or disadvantage given earlier in your answer.) *(15 marks)*
4. Explain and differentiate between Deontological Ethical Theory and Utilitarian Ethical Theory. Illustrate your answer with adequate description of one example for each theory. *(15 marks)*
5. Read the following scenario and answer questions (a), (b), (c) and (d) that follow. *(15 marks)*

Scenario

A key code of professional ethics in journalism (i.e. news reporting and editing) is to cover the news accurately, adequately and fairly. When covering a rape story, a newspaper editor decides to publish the name of the alleged rapist but NOT the name of the alleged rape victim. The alleged rapist is 35 years old while the alleged rape victim is 15 years old.

Questions:

- (a) Explain adequately at least one reason for the editor’s decision.
- (b) What ethical theory can be applied to the editor’s decision? Besides naming the theory, you should also explain it.
- (c) What is one criticism some people may make against the editor’s decision? Explain the criticism adequately.
- (d) Do you support the editor’s decision? Why or why not?