



Private & Confidential

## BERJAYA BUSINESS SCHOOL

### FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

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Subject Code & Name : **BCS3301 CONTEMPORARY ETHICS AND CORPORATE CITIZENSHIP**  
Semester & Year : January - April 2017  
Lecturer/Examiner : DR WONG KOK KEONG  
Duration : 3 Hours

#### INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:  
PART A (60 marks) : Answer all FOUR (4) short-answer questions. Write your answer in the answer booklet provided.  
PART B (40 marks) : Answer TWO (2) scenario-based questions. Write your answer 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 Students' Handbook, up to and including expulsion from BERJAYA University College of Hospitality.

**Total Number of pages = 3 (Including the cover page)**

**PART A:                   FOUR (4) SHORT-ANSWER QUESTIONS (60 Marks)**

**INSTRUCTIONS:       Answer all FOUR (4) short-answer questions in the answer booklet provided.**

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**Question 1**

- a) Define ethics. (5 marks)
- b) Explain value conflict. (5 marks)
- c) Explain the Golden Rule and use an example to discuss one problem with it. (5 marks)

**(TOTAL 15 marks)**

**Question 2**

- a) Define business ethics, using examples to illustrate. (5 marks)
- b) Explain the difference between normative and prescriptive approaches to business ethics. (5 marks)
- c) Explain ethical conflict and come up with an example to illustrate it. (5 marks)

**(TOTAL 15 marks)**

**Question 3**

- a) Describe **TWO (2)** ethical practices in the service industries (like tourism and hospitality). (5 marks)
- b) Explain Immanuel Kant's theory of ethics. (5 marks)
- c) What does corporate citizenship mean? (5 marks)

**(TOTAL 15 marks)**

**Question 4**

- a) Describe **THREE (3)** unethical pricing practices. (10 marks)
- b) Explain corporate culture. (5 marks)

**(TOTAL 15 marks)**

**END OF PART A**

**PART B: TWO (2) SCENARIO-BASED QUESTIONS (40 Marks)**

**INSTRUCTION(S):** Answer BOTH scenario-based questions in the answer booklet provided. Question 1 is worth 30 marks while question 2 is worth 10 marks.

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**Question 1**

Read the following scenario and answer questions (a), (b), and (c) that follow.

Scenario:

A part of the professional code of ethics for university lecturers is that lecturers must treat all students fairly and equally. X is a very good lecturer and his students like the way he teaches. In one semester, he is attracted to a student he teaches in one of his classes. After the third week of the semester, he and the student start to date. As the semester continues, they fall in love. X feels he does nothing professionally wrong by dating the student because he and the student are genuinely in love.

Later in the semester, X is found to be dating the student by a reporter for a major newspaper. As the reporter finds out more about the situation, he realizes that X and the student are, indeed, genuinely in love. The reporter now has to decide whether to name both X and the student in the story about their relationship to be published in the newspaper. The reporter's professional code of ethics is to report the news accurately, adequately and fairly. This means he will have to name X and the student in his news story. But, in the end, the reporter decides not to publish both names.

Questions:

- (a) If you apply the deontological theory to address the situation of X dating the student, what will you say to X who believes he is not professionally wrong to date the student because he and the student are genuinely in love? Your answer must also explain the theory. (12 marks)
- (b) What ethical theory can be applied to the reporter for not publishing the names of X and the student in the news story? Explain the theory. (12 marks)
- (c) Do you think the reporter made the right decision? Explain your position. (6 marks)

**(TOTAL 30 MARKS)**

**QUESTION 2**

What would you do if your resolution of an ethical dilemma turns out to be the wrong approach and it actually made things worse?

**(10 marks)**

**END OF QUESTION PAPER**