

**BERJAYA BUSINESS SCHOOL**

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Subject Code & Name : **DCS3301 BUSINESS ETHICS AND CORPORATE CITIZENSHIP**  
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 (70 marks) : Answer all FOUR (4) short-answer questions. Write your answer in the answer booklet provided.  
 PART B (30 marks) : Answer ONE (1) case study question. 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 SHORT ANSWER QUESTIONS (70 Marks)**

**INSTRUCTIONS:        Answer all 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 **ONE (1)** problem with it. (5 marks)

**(TOTAL 15 marks)**

**Question 2**

- a) Define CSR (Corporate Social Responsibility), making sure to include the key elements of CSR. (5 marks)
- b) Explain the descriptive approach to ethics. (5 marks)
- c) Explain ethical conflict. Use an example to illustrate it. (10 marks)

**(TOTAL 20 marks)**

**Question 3**

- a) Describe **TWO (2)** ethical practices in the service industries (like tourism and hospitality). (5 marks)
- b) Define Corporate Citizenship. (5 marks)

**(TOTAL 10 marks)**

**Question 4**

- a) Describe **TWO (2)** unethical pricing practices. (10 marks)
- b) Define corporate culture. (5 marks)
- c) Explain **TWO (2)** criticisms against utilitarianism. (10 marks)

**(TOTAL: 25 marks)**

**END OF PART A**

**PART B: ONE CASE STUDY QUESTION (30 Marks)**

**INSTRUCTIONS:** Answer the question in the answer booklet provided

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**Question 1**

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

Scenario

A major code of professional ethics in journalism (i.e. news reporting and editing) is to report 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, who is not considered an adult.

Questions:

- (a) Explain at least one reason for the editor's decision. (6 marks)
- (b) What ethical theory can be applied to the editor's decision? Besides naming the theory, you should also explain it. (9 marks)
- (c) What is one criticism some people may make against the editor's decision? Explain the criticism adequately. (9 marks)
- (d) Do you support the editor's decision? Why or why not? (6 marks)

**END OF QUESTION PAPER**