

BERJAYA BUSINESS SCHOOL**FINAL EXAMINATION**

Student ID (in Figures) :

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Student ID (in Words) : _____

Course Code & Name : **BCS3301 CONTEMPORARY ETHICS AND CORPORATE CITIZENSHIP**
Trimester & Year : January - April 2018
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 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.

Total Number of pages = 4 (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.

Question 1:

- a) Define ethics. (5 marks)
 - b) Use one specific example of morality to show how morality is different from ethics. (5 marks)
 - c) Discuss why business ethics is considered an oxymoron. (5 marks)
- (TOTAL 15 marks)**

Question 2:

- a) Explain what a business ethical dilemma is. (5 marks)
 - b) Illustrate business ethical dilemma with a specific example. (5 marks)
 - c) Identify the three-step process in resolving ethical dilemmas. (5 marks)
- (TOTAL 15 marks)**

Question 3:

- a) Explain price fixing, and why it is an unethical marketing practice. (5 marks)
 - b) Explain bait and switch, and why it is an unethical advertising practice. (5 marks)
 - c) Explain brain-to-brain interface, and why some consider it an unethical use of technology. (5 marks)
- (TOTAL 15 marks)**

Question 4:

- a) Discuss whistle blowing, and why or how is it ethical? (5 marks)
 - b) What is insider trading, and why is it unethical? (5 marks)
 - c) Discuss **TWO (2)** ways businesses sometimes justify their unethical business practice? (5 marks)
- (TOTAL 15 marks)**

END OF PART A

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

INSTRUCTIONS: Answer BOTH scenario-based questions in the answer booklet provided. Question 1 is worth 25 marks while question 2 is worth 15 marks.

Question 1:

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

Scenario:

XX is a manufacturing company employing 350 workers, most of them factory workers. Sales have been slow in the past one year and the company is now financially shaky. A, the owner of XX, knows that something major needs to be done quickly or the company will go bankrupt soon. It was in this very critical situation that one day A was approached by the head of Marketing (B) after work hours.

B said that he had a way to save the company. A, of course, was all eager to hear about it. B said two days ago he overheard several employees at a restaurant talking about a new product that company YY would launch in about nine months time. YY is XX's most serious business competitor. B has very good information on the new product and believes that when Y launches it in nine months time, it will be a big seller and kill off X's business right away. After some long discussion with B, A told him to meet up with him and C, the head of the manufacturing department, the next day to discuss the issue further.

At the meeting, C said he could build the product and launch it in six months time. And so, A gives C the green light to make the product. A's reasoning is that he needs to do something to revive his company financially. He cannot bear to see his employees laid off from work, especially the factory workers who have been loyal to him and the company and even took a pay cut in recent months when the company has not been doing well. A also does not think he is doing anything wrong or illegal because the product is not made by YY yet and YY does not have a patent on the product as well. A also blames YY's employees for being careless in talking about their new product openly in a public area, a restaurant.

Six months later, XX launches the new product and it proves to be a big seller right away. YY is shocked but could not do much to stop XX. Because YY was a stronger company financially than XX, it is able to withstand the competition from X with the new product.

Questions:

- a) Which of the ethical theories--universalism, utilitarianism and virticism--could be best applied to A's reasoning for taking the action to save his company XX? Explain the theory. Then, based on the explanation of the theory, explain how it applies to A's decision to produce the product whose idea first came from B. (15 marks)
- b) Why do you think A's action could be considered unethical in allowing his company to build and launch the new product for his company? (5 marks)
- c) Do you agree with A's decision? Explain your reason(s) for your position adequately and clearly (because it is your reason(s) that determines the marks you will receive). (5 marks)

Question 2:

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

Scenario:

You just got hired by a company that you have admired for a long time because you have read good things about the people who work there and the good caring attitude they have shown to people in society who are poor or less fortunate. You also got your dream job.

You had a fantastic first two months working at your job. Then, just before the second month ended, you observed something odd. You noticed your immediate supervisor taking home with her office stationery (like ball points, reams of unused paper, paper clips, etc). You also found out that she is not using office stationery to do office work at home. Supervisors in other departments also do the same thing. You are very troubled by the behavior because you believe it is unethical. But you have an ethical dilemma, which is whether to report the behavior to staff in higher management positions.

Questions:

- a) What is unethical about supervisors taking home with them office stationery given that they hold a major position in the company? (5 marks)
- b) If you finally decide to make a report to staff in higher management positions, which of the three ethical theories--universalism, utilitarianism and virticism--best explains your action? Explain the theory and show how the points in your explanation would apply. (10 marks)

END OF EXAM