



SCHOOL OF LIBERAL ARTS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **DCS3301 Business Ethics and Corporate Citizenship**
 Semester & Year : May – August 2016
 Lecturer/Examiner : Victor Ong
 Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of two (2) parts:
 PART A (60 marks) : Ten (10) short-answer questions. Answer ALL questions.
 PART B (40 marks) : Two (2) caselets. Answer ALL questions.
2. Answers are to be written in the Answer Booklet provided.
3. Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
4. 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.
5. 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 = 4 (Including the cover page)

PART A : SHORT-ANSWER QUESTIONS (60 MARKS)

INSTRUCTION(S) : Answer ALL short-answer questions. Write your answers in the Answer Booklet(s) provided.

1. Why is any discussion of business ethics a subjective one? (6 marks)
2. Corrupt practices impact organizations in many ways. Identify **FOUR (4)** of these ways. (6 marks)
3. What are the **THREE (3)** conditions that must be present for a situation to be considered an ethical dilemma? (6 marks)
4. Identify and briefly explain **THREE (3)** business benefits of good corporate citizenship. (6 marks)
5. List **SIX (6)** reasons for having high ethical standards in business. (6 marks)
6. Define “consequentialism” and give an example to illustrate this ethical theory. (6 marks)
7. What are the steps needed to create a whistleblowing culture? (6 marks)
8. Psychologist Lawrence Kohlberg theorised that a person’s moral reasoning (which drives ethical behavior) has 6 identifiable stages spread across 3 levels. Identify the said **SIX (6)** stages. (6 marks)
9. There is a growing concern for business ethics in the hospitality industry as hospitality professionals are faced with ethical dilemmas in their daily operations – why is this so? (6 marks)
10. When faced with an ethical dilemma, you are prompted with the question: “What ought I to do?” Discuss how you would address the issue? (6 marks)

END OF PART A

PART B : CASELETS (40 MARKS)

INSTRUCTION(S) : Answer **ALL** questions in this section. Write your answer in the Answer Booklet(s) provided.

CASELET 1 : The Customer is Always Right!

Carol is the shift leader at a local fast-food restaurant. She first started working there as a summer job for some additional money. She enjoyed working for this company. The job was hard on her feet, especially during the breakfast, lunch or dinner rush, when she is usually too busy to even notice.

Today was an important day. Dave, the store manager had called an ‘all-staff’ meeting to discuss the new ‘healthy’ menu that the company had launched in response to public pressure for healthier lunch choices – lots of salads and new options for their side items. It was going to take a lot of work to get her staff up to speed, and Carol expected that a lot of the customers would need extra time to work through all the new options, but overall she liked the new menu and she thought that the new lower-priced items would bring in a lot of new customers who are looking for something more than burgers and fries.

The company had sent a detailed information kit on the new menu and Dave covered the material very thoroughly. As he finished the last PowerPoint slide, he asked if anyone had any questions. Since they had been in the meeting for over an hour, Carol and her team were very conscious of all the work that wasn’t getting done for the lunch rush, so no one asked any questions. As a last comment, Dave said:

“This new menu should hopefully bring in some new customers, but let’s not forget what we’re doing here. We’re here to make money for our shareholders and to do that, we have to make a profit. So, we’re only going to make a limited number of these new items – if they run out, offer customers something from the regular menu and don’t forget to push the ‘upsized’ menu options and ice creams for dessert – those are still our most profitable items. And if someone wants one of these new healthy salads, make sure you offer them an ice cream or shake to go with it”.

Carol was amazed. The company was making a big push for this new menu and spending a ton of money on advertising, and here was Dave planning to sabotage it just because he was afraid that these lower-priced items would hurt his sales (and his bonus!)

QUESTIONS

All answers must be appropriately explained, using examples where possible / appropriate.

1. How would employees, customers and suppliers be affected by Dave’s plan to sabotage the new healthy menu? (6 marks)
2. What ethical dilemma is Carol facing in this situation? (6 marks)
3. What could Carol do now? (8 marks)

CASELET 2 : Joan and Nina

Joan, a thirty-nine-year-old mother of three young children, has been coming to Nina for therapy for the past year. She was involved in a motor vehicle accident and sustained multiple injuries including bilateral fractured femurs, a crushed calcaneus, an L2 fracture and deep dermal wounds to the trunk that required skin grafting. She enjoys coming to therapy and has been steadily reaching her goals. She is now able to ambulate independently. Joan's therapy has included scar management including scar mobilisation.

During the 12 months of therapy, Joan and Nina have had a number of friendly conversations. Nina has learned that Joan is very concerned about body image, she is worried about the scarring and she also shared that she worked very hard to get her figure back after the birth of her children. She has mentioned that she admires her mother and her sister who both managed to sustain an upbeat attitude despite being "disfigured by mastectomies".

Recently during treatment, Nina discovers a small lump in Joan's right breast. She gently informs Joan and suggests she make an appointment with her doctor right away. Nina could sense that Joan was blocking out what she had to say. A month has passed since the discovery of the lump. Today in therapy Joan admits that she has not yet gone to see a doctor and doesn't want to discuss it. Nina is concerned that Joan is not facing up to the realities of the situation and is not making sound choices about her health.

QUESTIONS

All answers must be appropriately explained, using examples where possible / appropriate.

1. Explain the ethical conflict Nina is facing. (10 marks)
2. Assuming you are Nina, what would you do? Examine your options. (10 marks)

END OF EXAM PAPER