



## SCHOOL OF LIBERAL ARTS

### FINAL EXAMINATION

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Subject Code & Name : **MPU3322 Professional Ethics**  
 Semester & Year : May – August 2016  
 Lecturer/Examiner : Victor Ong  
 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. Answers are to be written in the Answer Booklet provided.
  - PART B (70 marks) : FIVE (5) short-answer 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 Students' Handbook, up to and including expulsion from BERJAYA University College of Hospitality.

**Total Number of pages = 8 (Including the cover page)**

**PART B : SHORT-ANSWER QUESTIONS (70 MARKS)**

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

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1. What do you understand by 'professional misconduct'? (10 marks)
2. (a) What do you understand by codes of professional ethics? (3 marks)  
(b) State **SIX (6)** benefits of a well-written code of professional conduct. (12 marks)
3. (a) What is 'corporate social responsibility'? (3marks)  
(b) Does CSR increase competitiveness? (12 marks)
4. Illustrate and describe Carroll (1991)'s Pyramid of Corporate Social Responsibility. (15 marks)
5. SCENARIO: At the annual conference of a national professional marketing body, members have attended dinner, and they are now socialising and networking. One attendee, Sheila, is a regional marketing manager for a well-known coach company. Later in the evening, she finds herself in conversation with a participant who begins by saying 'let me bend your ear for a while'. The person is slightly drunk, and Sheila begins to move away, but the person takes hold of her arm and says 'Listen to me. You and I are competitors, but I think we could be on the same side'. Not wishing to make a fuss, Sheila stays. He then explains that he's disgusted with the way he has been treated, that he has been refused a merited promotion and that he is now 'at the beck and call' of this inexperienced manager who got the job and who doesn't know the first thing about the product or about marketing. Sheila listens, sympathises, and then indicates that she has to leave to meet some other people. But the participant says 'I've got something better to offer you. I have a copy of our marketing plan for the next financial year. Don't ask me how I got it. But I want you to read it. I'll leave it for you at Reception in a little while. Read it. Return it to Reception and I'll collect it in the morning. There will be no charge', he concluded, 'but if I do apply for a job with you remember where you obtained the information that will get you your promotion'. He winks, as he moves away; 'Don't forget, just pick it up at Reception and return it there'.

**Questions**

- a) What do you think Sheila should do? What would you do in similar circumstances? (5marks)
- b) In general, what rules or guidelines would you apply to cases of this kind? How far is it possible to say 'All is fair in love and war and market competition'? (10 marks)

**END OF EXAM PAPER**