



## BERJAYA BUSINESS SCHOOL

### FINAL EXAMINATION

Student ID : 

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Student Name : \_\_\_\_\_  
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Subject Code & Name : **DCS 3301 BUSINESS ETHICS & CORPORATE CITIZENSHIP**  
Semester & Year : May – August 2017  
Lecturer/Examiner : R.Sathyavathy  
Duration : 2 Hours

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#### INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:  
PART A (60 marks) : Answer all THREE (3) SHORT ANSWER QUESTIONS. Answers are to be written in the Booklet provided.  
PART B (40 marks) : Answer all TWO (2) SCENARIO BASED 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 =4 (Including the cover page)**

**Part A**                      **THREE (3) SHORT ANSWER QUESTIONS**  
**INSTRUCTIONS:**      **ANSWER ALL QUESTIONS IN THE ANSWER BOOKLET PROVIDED**

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Question 1

- a. Define Corporate Social Responsibility 5 marks
- b. Explain the FOUR (4) types of CSR 10 marks

**(Total 15 marks)**

Question 2

- a. How does Two Way Communication ensure Fair treatment for employees? 5 marks
- b. What are the Ethics of Hospitality by Josephson Institute of Ethics? State 10 principles. 5 marks
- c. What is Ethical Sustainability (ES) and what are its FOUR (4) principles? 10 marks

**(Total 20 marks)**

Question 3

- a. Explain the FOUR (4) differences between Ethical and Unethical Advertising? 10 marks
- b. Explain what truth in menu is and why it is an important aspect of Hospitality. 5 marks
- c. Describe any TWO (2) ethical problems in marketing communications and explain why they are problems. 5 marks
- d. Give FOUR (4) ways a hotel may protect property belonging to guests. 5 marks

**(Total 25 marks)**

**End of Part A**

**Part B: TWO (2) SCENARIO- BASED QUESTIONS**  
**INSTRUCTIONS: ANSWER IN THE BOOKLET PROVIDED**

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**Read the paragraph below and answer the questions that follow**

1. Marie Fox is an assistant manager at a retail-clothing store in a hotel premise. She is aware of numerous incidents of insider theft. The cash drawer is always short several dollars at a time and there are bogus returns with a common customer. Her manager, Paul Martin, is also her friend. She has worked with him in other companies and he is responsible for her obtaining her present job as an assistant manager. Marie Fox is in charge of the paperwork that deals with customer returns, deposits, and inventory. The entire staff only consists of six people, including the manager, Paul and assistant manager, Marie Fox. Everyone is aware of the problems and Paul is telling Marie Fox that the sales associates are the ones he is suspicious of. Marie Fox knows that only the manager and assistant are allowed to do the deposits, paperwork, and all returns. All the clues are pointing to her manager, but he insists it is the lower level employees. All cash drawer shortages are reported to the hotel office and it reflects on Marie Fox. She is already aware of the bogus returns and declines the return without proof of purchase. Paul Martin realizes at this point that Marie Fox has proof that he is acting unethically and in turn harming the hotel. Marie Fox believes that most likely there are other instances of Paul's unethical behavior. Security is a major concern for managers in the hospitality industry.

- a. Assuming Marie takes the Deontological approach to deal with Andrew, explain the Deontological principle. (4marks)
- b. Give TWO (2) reasons why the Deontological principle is a good approach to take. (5 marks)
- c. Assuming Marie takes the Teleological approach to deal with Andrew, explain the Teleological principle. (4 marks)
- d. Give TWO (2) reasons why the Teleological principle is a good approach to take. (5 marks)
- e. Between the two approaches, which one you would prefer. Give ONE (1) reason for it. (2 marks)

2. Tom is aware that the company that he works for is engaged in activities that are unethical practices. They are careless about the way they dispose waste from the factory which consists of chemicals which are toxic waste materials. Tom is the assistant manager in his department that is supposed to report all illegal activities and those that runs afoul of company practices and important laws against pollution. His boss John, however, justifies the action as cost management and insists that Tom follows instructions and not make an issue about the disposal of the waste materials. Tom feels uneasy about the practices and has in fact told John that they should report to the management. John merely ignores Tom and tells him that he is merely an assistant manager and has no authority.

a. Tom is a whistle blower. What is a whistle blower? (2 marks)

b. Give TWO (2) ways Tom can resolve as whistle blower. (6 marks)

c. Give THREE (3) benefits of whistle blowing. (6 marks)

d. Give THREE (3) negative consequences that Tom may face as a whistle blower. (6 marks)

**End of Examination Paper**