



## FACULTY 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 : September – December 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 = 9 (Including the cover page)**

**PART A : MULTIPLE CHOICE QUESTIONS (30 MARKS)**

**INSTRUCTION(S)** : Answer **ALL THIRTY** (30) multiple-choice questions in the Answer Booklet Provided.

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1. Ethical issues in business typically arise because of conflicts between an individual's personal moral philosophies and values and \_\_\_\_\_.  
  
(A) the values and attitudes of the organization in which he or she works.  
(B) the values and attitudes of the society in which he or she lives.  
(C) the values and attitudes of the organization in which he or she works and the society in which he or she lives.  
(D) the laws and regulations of the country in which he or she lives.
  
2. Which of the following complaints count as whistleblowing?  
  
(A) A miscarriage of justice; a criminal offence; and the company is breaking the law.  
(B) Sexual harassment, someone's health or safety is in danger and the company is breaking the law  
(C) Risk or actual damage to the environment; bullying; and a criminal offence  
(D) A criminal offence; discrimination; and bullying
  
3. What is the enlightened self-interest model of CSR?  
  
(A) That it is in an organization's own best interest to put itself first rather than its ethics.  
(B) That it is in an organization's own best interest to act in an ethical way  
(C) That it is in an organization's best interest to consider what a shareholder would want.  
(D) That it is in an organization's own best interest to follow the legislation and abide by the law.
  
4. Lawrence Kohlberg theorised that a person's moral reasoning (which drives ethical behaviour) has \_\_\_ identifiable stages spread across \_\_\_ levels.  
  
(A) 5, 3  
(B) 5, 4  
(C) 6, 3  
(D) 6, 4
  
5. "What is" ethical behaviour refers to \_\_\_\_\_.  
  
(A) moral values  
(B) common sense  
(C) normative ethics  
(D) descriptive ethics

6. Which of the following statements is decisive in determining whether or not to study business ethics?
- (A) Business managers don't need to study ethics in order to know how to treat employees, shareowners, and customers.
  - (B) Business and ethics simply don't mix. In the final analysis, self-interest represented by profit overrides the interests of employees, customers, and communities. Opinion and sentiment get in the way of efficient business decision-making.
  - (C) Ethical concerns are as unavoidable in business as are concerns of marketing, accounting, finance, and human resources. Formal study of business ethics helps address these concerns so that decisions of right and wrong may be made deliberately and conscientiously
  - (D) The answers to ethical questions are clear-cut enough; all business people already know right from wrong
7. Relationships that involve the behaviour of organization members toward customers, suppliers, subordinates, superiors, peers, and others are defined as \_\_\_\_\_.
- (A) industrial relationships
  - (B) business relationships
  - (C) organizational relationships
  - (D) ethical relationships
8. Which of the following does the term Corporate Social Responsibility relate to?
- (A) Ethical conduct
  - (B) Environmental practice
  - (C) Community investment
  - (D) All of the above
9. An activity is probably ethical if \_\_\_\_\_.
- (A) it is approved of by most individuals in the organization and is customary in the industry
  - (B) it is approved of by most individuals in the organization
  - (C) it is customary in the industry
  - (D) it is legal
10. Which statement correctly reflects the free market view of business social responsibility?
- (A) In addition to making a profit, businesses are just as responsible for seeing to the well-being of their employees and the communities in which they operate
  - (B) No one other than the managers and owners of a business may claim to have any stake in the business decisions managers make
  - (C) In the process of providing goods and services to customer who need and want

them and maximizing profits for its shareowners, a business fulfills its social responsibility

(D) A business is responsible for maximizing profits for its shareowners, but, in special circumstances, may have to sacrifice profits in the interest of the community whose citizens depend on it for employment.

11. Business ethics deals primarily with

- (A) moral obligation
- (B) social responsibility
- (C) being unfair to the competition
- (D) the pricing of goods and services

12. For Karl Marx, where do our values come from?

- (A) They are a product of social inequality
- (B) They are a product of what we are taught at school
- (C) They are a product of our upbringing and our parents
- (D) They are a product of the economic system within which we live

13. Businesses seem most concerned with ethical issues that could\_\_\_\_\_.

- (A) offend their unionized employees
- (B) eliminate competition
- (C) affect their employees
- (D) damage the firm

14. An employee's response to a moral or ethical issue depends in part on\_\_\_\_\_.

- (A) what competitors are doing
- (B) how dumb consumers are
- (C) what shift he or she is working
- (D) the structure and culture of the organization

15. Business ethics comprises\_\_\_\_\_.

- (A) laws and regulations that guide behaviour in the world of business
- (B) mores, values, and customs that guide behaviour in general
- (C) moral principles and standards that guide behaviour in the world of business
- (D) the obligations businesses assume to maximize their positive impact and minimize their negative impact on society

16. What is the triple bottom line?

- (A) A management strategy which focuses on corporate social responsibility
- (B) An accounting tool that looks at the impact on people, planet and profits.
- (C) A management strategy which states all the attention should be on profits.
- (D) An accounting tool that looks at cost, profit and loss

17. An ethical issue is a problem, situation, or opportunity \_\_\_\_\_.
- (A) that harms consumers
  - (B) that harms the environment
  - (C) that requires society to choose among several actions that must be evaluated as right or wrong
  - (D) that requires an individual or organization to choose among several actions that must be evaluated as right or wrong, ethical or unethical
18. What is greenwashing?
- (A) Transforming products to be more ethical
  - (B) Making a product appear more ethical than it really is
  - (C) Converting the company to green production methods
  - (D) Convincing customers to buy ethically
19. Why, according to stakeholder theory, is it in companies' best interests to pay attention to their stakeholders?
- (A) If firms only act in their own self-interest employees may feel exploited.
  - (B) If firms only act in their own self-interest the government might put more regulation on them.
  - (C) If firms only act in their own self-interest, customers might not like the image that the company portrays.
  - (D) If firms only act in their own self-interest and inflict harm on stakeholders then society might withdraw its support
20. What is meant by CSR?
- (A) Corporate social responsibility
  - (B) Corporate social resilience
  - (C) Corporate social reinvention
  - (D) Common sense response
21. Demonstrating loyalty builds \_\_\_\_\_.
- (A) Caring
  - (B) Honesty
  - (C) Trust
  - (D) Fairness
22. Which of the following is NOT an unethical activity?
- (A) Accounting fraud
  - (B) Cheating customers
  - (C) Complete information of the product and service is made available
  - (D) Deceptive advertising

23. Ethical dilemmas give rise to which of the following questions?
- (A) What ought I to do?
  - (B) What harm and benefit result from this decision or actions?
  - (C) What is good (virtue) or what is duty (right)?
  - (D) All of the above
24. Good corporate citizenship can provide business benefits in which of the following areas?
- (A) Reputation management
  - (B) Employee recruitment, motivation and retention
  - (C) Operational efficiency
  - (D) All of the above
25. Any group within or outside the organization that has a stake in the organization's performance is called\_\_\_\_\_.
- (A) a supplier
  - (B) an international customer
  - (C) a stakeholder
  - (D) a creditor
26. McDonald's helping to feed victims of the 1992 Los Angeles riots is an example of \_\_\_\_\_.
- (A) voluntary organizational behavior
  - (B) discretionary responsibility
  - (C) proactive response towards social demands
  - (D) all of the above
27. Public and stakeholder views of what should constitute ethical standards are broadly in line with the Seven Principles of Public Life – are described below, EXCEPT
- (A) Subjectivity
  - (B) Selflessness
  - (C) Openness
  - (D) Accountability
28. When laws are regarded as social contracts rather than rigid dictums – this is Kohlberg's Stage\_\_\_\_\_.
- (A) 2
  - (B) 3
  - (C) 4
  - (D) 5

29. In terms of work ethics, which of the following is NOT an obligation of public officials?

- (A) Don't solicit or accept bribes from people seeking to influence your official decisions
- (B) Don't show favouritism toward family and friends in hiring
- (C) Use partial judgment in the service of constituents
- (D) Avoid conflicts of interest that could undermine your objective judgment

30. "Morality" is best defined as:

- (A) Defining what is right and wrong for an individual or a community
- (B) What is considered as correct within a society
- (C) Making the right decisions where there is a chance to do wrong
- (D) Where individuals have a conscious choice to make a right and ethical decision

**END OF PART A**

**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. Why do organisations have a code of ethics? (10 marks)

2. A major corporate thrust toward ethical and socially responsible behavior is to go green. How can a company try to create a sustainable environment? (15 marks)

3. Using ONE (1) ethical issue in the industry of your choice, apply the steps of the ethical decision making process to solve the said issue. (15 marks)

4. (a) What do you understand by 'unethical conduct'? (3 marks)

(b) Identify and explain three (3) causes of unethical behavior in organizations? Explain. (12 marks)

5. SCENARIO: People for the Ethical Treatment of Animals, or PETA, is a nonprofit animal rights organization known for its controversial approach to communications and public relations. In 2003, PETA launched a new campaign, named "Holocaust on Your Plate," that compares the slaughter of animals for human use to the murder of 6 million Jews in WWII. The campaign centers around the power of emotion, and Lisa Lange, the vice president of PETA communications, stated that "The idea for the effort came from the late Nobel Prize-winning author Isaac Bashevis Singer, who wrote: 'In relation to them [animals], all people are Nazis; for them it is an eternal Treblinka' — a death camp in Poland" (CNN, 2003). A Jewish PETA member funded the campaign, but this has not lessened the backlash from the Jewish community toward the set of images.

"Holocaust on Your Plate" juxtaposes 60-square-foot visual displays of animals in slaughterhouses with scenes of Nazi concentration camps. Lange, quoted above, explains that the campaign "Is shocking, startling, and very hard to look at. We're attacking the mind-set that condones the slaughter of animals" (CNN, 2003). In 2003, the controversial set of images was released at an exhibit in San Diego, California, and a few months later, a more graphic version was released in Berlin, Germany.

The Central Council of Jews in Germany sued PETA in 2004 for the campaign, and in 2009, the German Supreme Court banned the images from the country. In



November 2012, the European Court of Human Rights in Strasbourg voted to uphold the previous Supreme Court ruling, which had banned the campaign.

**Question**

Is “Holocaust on Your Plate” ethically wrong or a truthful comparison? Discuss.

(15 marks)

**END OF PART B**

**-END OF EXAMINATION PAPER-**