



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **DCS3301 Business Ethics and Corporate Citizenship**
 Trimester & Year : September – December 2018
 Lecturer/Examiner : Dr Wong Kok Keong
 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 in the booklet provided.
PART B (40 marks) : Two (2) cases for analysis. Write your case analyses in the 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.

PART A : SHORT-ANSWER QUESTIONS (60 MARKS)

INSTRUCTION(S) : This part consists of TEN (10) questions. Write your answers in the booklet provided.

1. Define “corporate citizenship”. (6 marks)
2. What is “ethics” and, using a specific example of moral values, explain how ethics is influenced or based on moral values? (3 marks x 2 = 6 marks)
3. Business ethics can be examined from four levels. One of these is the *organisational* level, i.e. the (un)ethical actions of companies and firms. **TWO (2)** questions:
(a) Should companies and firms be held accountable for these actions in much the same way as individuals? (2 marks) (b) Justify your answer. (4 marks)
4. (a) What is the “Golden Rule”? (3 marks)
(b) And how useful is it in promoting ethical conduct in business? (3 marks)

5. Meta-ethical theories: Match the halves of the three sentences below. (2 marks x 3 = 6 marks)

A	<i>Cultural relativists hold that ethics is determined by</i>	1	<i>personal feelings.</i>
B	<i>Supernaturalists claim that good or right depends on</i>	2	<i>the will of a supreme divine being.</i>
C	<i>Subjectivism says that moral beliefs are based on</i>	3	<i>what society approves of.</i>

6. How different are ethical standards in different cultures – really? (6 marks)
7. Theories of ethics: Match the theories with the correct explanations below (2 marks x 3 = 6 marks)

A	<i>Teleological Ethical Theory</i>	1	<i>It is focused on a sense of duty or righteousness in us.</i>
B	<i>Virtue Ethics</i>	2	<i>It is focused on the perceived consequences of an action.</i>
C	<i>Deontological Theory</i>	3	<i>It is focused on a person’s known character.</i>

8. Consider the following situation.

Your employment contract clearly states that no one is allowed to work for another catering company. However, your employer recognises that exceptions are possible so in case you have an opportunity to do some outside work, you can ask your direct superior for permission. Recently, you have heard rumours that your direct superior himself takes on outside jobs without clearing it with his own superior.

Would you blow the whistle in this situation? Briefly explain why or why not. (6 marks)

9. To understand ethics at work, it is good to know that people – and thus also employees – have *multiple ethical selves* and are quite capable of behaving differently in different contexts. Knowing this, what practical advice can you give managers so they can improve their ethical decision-making. Mention **THREE (3)** pieces of advice. (2 marks x 3 = 6 marks)
10. What is meant by “responsibility is diffused in organisations” in the context of managing ethical conduct at work? (6 marks)

END OF PART A

PART B : CASES (40 MARKS)

INSTRUCTION(S) : Using the AAA model of ethical decision-making, analyse the following two cases. Write your analyses in the booklet provided.

CASE 1: A public holiday (10 marks)

This is a true story. Because a lunchtime meeting ran late on Tuesday and I couldn't get back to my condo on time, I rescheduled an earlier appointment with *OneStopPest*, the pest control firm, to Thursday afternoon. When the pest control man showed up at my condo that day, he was refused entry because it was a public holiday, a fact that I had overlooked. House rules clearly state "no contractors on public holidays". When I told the guards there was not going to be any noise, no hacking or drilling and that it was basically just spraying the unit, in and out in fifteen minutes, they advised me to take it up with their supervisor. *How would you handle my request if you were the condo security supervisor?*

CASE 2: Small print (30 marks)

The management at the Tropical Island Resort & Inn adds 10 per cent to every hotel gift shop purchase when it is charged to a guest's room. The policy is noted only on the guest's final receipt/tax invoice at check-out time. Most guests do not notice the charge and just pay their bill. The hotel profits by several hundred USD a week from this policy.

Moreover, gift shop employees are instructed to encourage shoppers to charge their purchases to their rooms. Salespeople have been trained to ask, "For your convenience, I'll charge this to your room. Is that okay?" Also, front desk agents are given authority to remove the additional fees but only if a guest complains and makes a scene.

Two weeks ago, when checking out, Ms Nilsson, a long-stay off-season guest, noticed the additional charge on her bill. She politely asked Liana, the front desk agent, what the additional charge was for. Liana, just as politely, explained the policy, showing Ms Nilsson the small print.

At this, Ms Nilsson became very angry. She demanded that the charges should be removed immediately. She also said she was going to leave the worst possible comments on TripAdvisor and other travel review websites. She then insisted on seeing the general manager on duty and told that person that she would also post it all over her social media. Much to her dismay, the general manager on duty brushed her off, telling her to calm down and pay the bill, and that there was no legal case.

END OF EXAM PAPER