



**DEPARTMENT OF GENERAL STUDIES**

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Course Code & Name : **MPU3322\* Professional Ethics**  
 Trimester & Year : September – December 2019  
 Lecturer/Examiner : Dr Antoon De Rycker  
 Duration : 2 Hours

**INSTRUCTIONS TO CANDIDATES**

1. **This question paper consists of two (2) sections:**  
**SECTION A (40 marks)** : Twenty (20) multiple-choice questions. Answer ALL questions in the booklet provided.  
**SECTION B (60 marks)** : Six (6) short-answer/essay-type questions. Write your answers 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.

**Total number of pages = 5 (including the cover page)**

**SECTION B : SHORT-ANSWER/ESSAY-TYPE QUESTIONS (60 MARKS)**

**INSTRUCTION(S)** : This part consists of SIX (6) questions (10 marks each). Write your answers in the booklet provided.

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1. One familiar way to reconcile common morality and professional role morality is through the two-level structure of rule utilitarianism. Explain [6 marks], using one example [4 marks]. [PE01]
2. Name and illustrate **TWO (2)** problems that may occur with codes of ethics. [2 × 3 for naming + 2 × 2 for illustration = 10 marks] [PE05]
3. Group norms play an important part in business organisations.
  - a. Explain briefly. [4 marks]
  - b. What are the practical implications for managers who want to promote ethical behaviour among their staff? [6 marks] [PE08]
4. Describe the **FOUR (4)** dimensions of corporate social responsibility and explain their relevance to business. [4 × 2.5 = 10 marks] [PE10]
5. What is consequentialism as an ethical theory? Explain [6 marks], giving an example from business or professional ethics [4 marks]. [PE11]
6. How can an organisation build a comprehensive, multi-tier ethical culture? [4 × 2 per tier + 2 for the overall framework = 10 marks]

**END OF EXAM PAPER**