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DECEMBER 2025/SET A/BUS2223/BUS3023



FINAL EXAMINATION

**BACHELOR OF BUSINESS ADMINISTRATION (HONOURS)
HUMAN RESOURCE MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION (HONOURS)
BACHELOR OF BUSINESS ADMINISTRATION (DIGITAL MARKETING)
(HONOURS)**

COURSE : BUSINESS ETHICS

COURSE CODE : BUS2223/BUS3023

DURATION : 3 HOURS

INSTRUCTIONS TO CANDIDATES:

1. This question paper consists of **THREE (3)** parts : PART A (10 questions)
: PART B (3 questions)
: PART C (3 questions)
2. Answer ALL questions in the Answer Booklet provided.
3. Please check to make sure that this examination pack consists of:
 - i. The Question Paper
 - ii. An Answer Booklet
4. Do not bring any material into the examination hall unless permission is given by the invigilator.
5. Please write your answer using permanent ink.

MYKAD/ PASSPORT NO : _____

ID. NO. : _____

LECTURER : _____

SECTION : _____

DO NOT OPEN THIS QUESTION PAPER UNTIL YOU ARE TOLD TO DO SO

This question paper consists of 7 printed pages including the front page

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PART A: MULTIPLE CHOICE QUESTIONS

Instruction: Read the scenarios and answer the following questions.

Scenario 1: Question 1 - 5

AlphaSecure Services Sdn. Bhd. is a medium-sized security and logistics company. To improve productivity and protect company assets, management introduced several monitoring technologies, including CCTV cameras in work areas, biometric attendance systems, and internet usage monitoring on company computers.

Employees were informed that monitoring would be conducted during working hours only. However, some employees feel uncomfortable because their internet usage is closely tracked, and they believe the monitoring is excessive. They are concerned about their privacy and feel that management does not trust them.

1. Which type of workplace privacy is MOST directly affected by monitoring employees' internet usage?
 - A. Digital privacy.
 - B. Physical privacy.
 - C. Personal data privacy.
 - D. Communication privacy.
2. According to the concept of the right to privacy, what are employees entitled to?
 - A. Access to all management data.
 - B. Monitoring without prior knowledge.
 - C. Complete freedom from all monitoring.
 - D. Control over personal information and protection from intrusive monitoring.
3. Which of the following monitoring practices is considered ethically acceptable?
 - A. Installing CCTV in restrooms.
 - B. Monitoring employees secretly.
 - C. Tracking employees outside working hours.
 - D. Monitoring for a legitimate business purpose.
4. Which of the following is most likely to result from excessive monitoring at AlphaSecure Services?
 - A. Higher employee creativity.
 - B. Stress and anxiety among employees.
 - C. Increased trust in management.
 - D. Improved work-life balance.

5. From an ethical perspective, what should be the main aim of employee monitoring?
- A. Replace trust with technology.
 - B. Improve productivity, safety, and security.
 - C. Control employees' personal behaviour.
 - D. Punish employees for minor mistakes.

Scenario 2: Question 6 - 10

AstraNova Industries Berhad is a publicly listed logistics company facing serious corporate governance concerns. An internal audit found that the Chief Operating Officer influenced procurement decisions involving a vendor linked to a former business partner without proper disclosure, creating a conflict of interest. At the same time, the company's external auditors provided consultancy services, raising doubts about their independence. Board oversight was weak due to limited independent directors, infrequent audit committee meetings, and poor segregation of duties. Despite declining profits and employee retrenchment, senior executives continued receiving high bonuses, resulting in low morale, regulatory scrutiny, and declining investor confidence levels.

6. Which ethical principle is most undermined by AstraNova's executive bonus practices during workforce downsizing?
- A. Market competition.
 - B. Profit maximization.
 - C. Corporate sustainability.
 - D. Fairness and distributive justice.
7. Why does the provision of consultancy services by AstraNova's external auditors pose a corporate governance concern?
- A. It reduces audit costs for the company.
 - B. It improves compliance with regulations.
 - C. It enhances auditors' understanding of operations.
 - D. It threatens auditor independence and objectivity.
8. What is the most likely impact of weak segregation of duties within AstraNova's operations?
- A. Improved operational efficiency.
 - B. Increased risk of fraud and errors.
 - C. Reduced compliance requirements.
 - D. Stronger accountability mechanisms.

9. Which governance reform would most effectively strengthen board oversight at AstraNova Industries Berhad?
- A. Reducing the role of the audit committee.
 - B. Limiting disclosure to external stakeholders.
 - C. Appointing a majority of independent directors.
 - D. Increasing executive influence on board decisions.
10. From a stakeholder perspective, what is the primary ethical responsibility of AstraNova's board of directors?
- A. Protecting only shareholder returns.
 - B. Maximising executive compensation.
 - C. Prioritising short-term financial performance.
 - D. Ensuring transparency, accountability, and fairness.

(TOTAL: 10 MARKS)

PART B: SHORT ESSAY QUESTIONS

Instruction: Answer ALL questions.

1. Justify **FIVE (5)** ethical reasons who discrimination is regarded as unethical.
(10 marks)
2. Explain **FIVE (5)** ethical responsibilities of sellers in safeguarding consumers through safe and reliable products.
(10 marks)
3. Elaborate **FIVE (5)** purposes of the Sarbanes–Oxley Act (SOX) in strengthening corporate governance.
(10 marks)

(TOTAL: 30 MARKS)

PART C: LONG ESSAY QUESTIONS

Instruction: Answer ALL questions.

Question 1

Vertex Logistics & Manufacturing Berhad is a medium-to-large company involved in warehouse operations and light manufacturing. To improve operational efficiency, security, and employee discipline, the management introduced several employee monitoring systems. These include CCTV surveillance in work areas, biometric attendance systems for clock-in and clock-out, GPS tracking for warehouse vehicles, and productivity monitoring software to measure employee output.

Recently, management expanded the monitoring practices by installing CCTV cameras close to employee break areas and monitoring internet usage on company computers more closely. Some employees also reported that their movements within the workplace were constantly tracked using access cards, even when they were not performing critical tasks.

Although productivity initially improved, employee complaints increased. Workers felt that monitoring had become excessive and intrusive. Many employees reported feeling stressed and anxious, believing they were being constantly watched. Trust in management declined, and some employees stopped reporting workplace issues or safety concerns due to fear that the data collected might be used against them.

1. Explain **FIVE (5)** conditions that cause Vertex Logistics & Manufacturing Berhad's employee monitoring practices to become unethical.
(10 marks)
2. Analyse **FIVE (5)** impacts of unethical monitoring on employees and the workplace at Vertex Logistics & Manufacturing Berhad.
(10 marks)

(Total: 20 marks)

Question 2

PrimeTech Solutions Sdn. Bhd. is a medium-sized technology services company employing professionals from diverse backgrounds. Recently, several ethical concerns have been raised by employees. Some staff reported being subjected to repeated verbal criticism and humiliating remarks by their supervisors during meetings. Others claimed that certain employees received lighter workloads and faster promotions due to close relationships with management.

In addition, management frequently accessed employees' emails and personal messages on company devices without clear justification. When one employee attempted to report these issues to the Human Resource Department, they were later excluded from team projects and received a negative performance evaluation.

As a result, employee morale declined, trust in management weakened, and the overall workplace environment became tense and unproductive.

1. Analyse **FIVE (5)** ethical issues present in PrimeTech Solutions Sdn. Bhd.'s workplace.
(10 marks)
 2. Examine **Five (5)** effects of the ethical issues on employees and organisational culture at PrimeTech Solutions Sdn. Bhd.
(10 marks)
- (Total: 20 marks)

Question 3

BrightMart Online Retail Sdn. Bhd. is a fast-growing e-commerce company that sells household products and personal care items through its mobile application and website. To increase sales, the marketing team launched an aggressive digital marketing campaign. Some advertisements highlighted only the benefits of products while downplaying potential risks and limitations. Limited-time pop-up messages were frequently used, pressuring customers to make quick purchasing decisions. In addition, customer browsing data and purchase history were collected and used for targeted advertisements without clear consent. Several customers later complained that the products did not perform as promised and felt misled by the marketing messages. Others raised concerns about the misuse of their personal data. As complaints increased, the company's reputation and customer trust began to decline.

1. Identify **FIVE (5)** ethical issues arising from BrightMart Online Retail Sdn. Bhd.
(10 marks)
2. Suggest **FIVE (5)** strategies to address the ethical issues at BrightMart Online Retail Sdn. Bhd.
(10 marks)

(Total: 20 marks)

(TOTAL: 60 MARKS)

(TOTAL : 100 MARKS)

END OF QUESTION PAPER