

CONFIDENTIAL

DECEMBER 2025/SET B/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. : _____

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SECTION : _____

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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

NeoTech Manufacturing Sdn. Bhd. introduced several digital systems to manage employee performance and workplace culture. Management believes that respecting employee privacy will improve trust, morale, and ethical behaviour.

1. Which ethical value best explains why employee privacy should be respected?
 - A. Fairness.
 - B. Respect for human dignity.
 - C. Transparency.
 - D. Autonomy.

2. Respecting employee privacy is MOST likely to result in_____
 - A. fear.
 - B. stress.
 - C. lower morale.
 - D. higher motivation and commitment.

3. Which outcome occurs when employee privacy is consistently respected?
 - A. Silence.
 - B. Resistance.
 - C. Open communication.
 - D. Decreased job satisfaction.

4. Which of the following reflects a positive ethical workplace atmosphere?
 - A. Control.
 - B. Surveillance.
 - C. Mutual trust.
 - D. Continuous monitoring.

5. From an ethical perspective, privacy in the workplace is important because it_____
 - A. increases power.
 - B. protects company secrets.
 - C. builds employee obedience.
 - D. prevents abuse of authority and power.

Scenario 2: Question 6 - 10

GlobalWear Berhad operates factories in several countries. Investigations revealed low wages for migrant workers, excessive working hours, and the use of child labour in overseas suppliers.

6. Which global ethical issue is illustrated by the use of child labour?
- A. Inefficiency.
 - B. Wage inequality.
 - C. Cultural conflict.
 - D. Violation of human rights.
7. Paying extremely low wages because local law allows it is _____
- A. efficient.
 - B. ethical but socially irresponsible.
 - C. legally acceptable.
 - D. competitive.
8. Which ethical responsibility should global organisations practise?
- A. Profit focus.
 - B. Cost reduction.
 - C. Local compliance only.
 - D. Apply consistent ethical standards worldwide.
9. Exploitation of migrant workers is unethical mainly because it _____
- A. reduces profits.
 - B. violates dignity and basic rights.
 - C. creates legal issues.
 - D. increases turnover.
10. Cultural differences should **NOT** be used to justify _____
- A. diversity.
 - B. teamwork.
 - C. adaptation.
 - D. discrimination and abuse.

(TOTAL: 10 MARKS)

PART B: SHORT ESSAY QUESTIONS

Instruction: Answer ALL questions.

1. Explain **FIVE (5)** ethical expectations within the employment relationship. (10 marks)
2. Identify **FIVE (5)** ethical issues faced by global organisations in managing employees. (10 marks)
3. Elaborate **FIVE (5)** ethical responsibilities in advertising towards consumers. (10 marks)

(TOTAL: 30 MARKS)

PART C: LONG ESSAY QUESTIONS

Instruction: Answer ALL questions.

Question 1

BrightVision Marketing Berhad is a large advertising agency. Recently, the company launched aggressive advertising campaigns targeting elderly consumers for high-interest financial products. The advertisements use emotional language, small print for terms and conditions, and exaggerated claims about guaranteed returns.

Many customers later realised that they were misled and suffered financial losses. Consumer advocacy groups accused the company of unethical advertising and manipulation.

(a) Analyse **FIVE (5)** ethical issues in BrightVision's advertising practices. (10 marks)

(b) Examine **FIVE (5)** impacts of unethical advertising on consumers and organisational reputation. (10 marks)

(Total: 20 marks)

Question 2

Apex Holdings Berhad is a listed company where senior managers receive very high bonuses despite declining company performance. At the same time, internal controls are weak, conflicts of interest are not disclosed, and insider trading rumours have emerged. Employees and investors are losing confidence in the company's leadership.

- (a) Analyse **FIVE (5)** ethical problems related to corporate governance at Apex Holdings Berhad.

(10 marks)

- (b) Discuss **FIVE (5)** roles of internal control in promoting ethical corporate behaviour.

(10 marks)

(Total: 20 marks)

Question 3

EcoBite Food & Beverage Sdn. Bhd. is a fast-growing company that sells healthy drinks and snacks through online platforms. To boost sales, EcoBite used social media influencers and "before-after" testimonials claiming that their products can reduce weight quickly and are 100% safe for everyone. The advertisements also used phrases like "Doctor approved" without clear evidence.

At the same time, EcoBite collected customers' personal information (name, phone number, delivery address, and purchase history). The company later shared these details with third-party partners for promotional offers without clear disclosure or consent. Customers began complaining about misleading claims, spam messages, and concerns that their personal data was misused. As the complaints increased, EcoBite faced reputational damage and a decline in customer trust.

- (a) Identify **FIVE (5)** ethical issues arising from EcoBite Food & Beverage Sdn. Bhd. marketing practices.

(10 marks)

- (b) Evaluate **FIVE (5)** strategies EcoBite Food & Beverage Sdn. Bhd. should implement to address the ethical issues and rebuild customer trust.

(10 marks)

(Total: 20 marks)

(TOTAL: 60 MARKS)

(TOTAL : 100 MARKS)

END OF QUESTION PAPER

