

**FINAL EXAMINATION**

**BACHELOR OF BUSINESS ADMINISTRATION (HONOURS)
HUMAN RESOURCE MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION (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 and objective answer sheet provided.
3. Please check to make sure that this examination pack consists of:
 - i. The Question Paper
 - ii. An Answer Booklet
 - iii. An Objective Answer Sheet
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 6 printed pages including the front page

PART A: MULTIPLE CHOICE QUESTIONS

Instruction: Read the scenarios and answer the following questions.

Scenario 1: Question 1 - 5

TechVision Sdn. Bhd. introduced biometric attendance systems, GPS tracking, and AI-based monitoring software to improve productivity. Some employees expressed concerns that their personal information was being collected without proper consent and that workplace surveillance had become excessive.

1. Which employee right is **MOST** directly affected by excessive workplace monitoring?
 - A. Privacy
 - B. Workplace safety
 - C. Freedom of speech
 - D. Protection of employee personal information and privacy

2. An organisation should collect employee data only when it is:
 - A. Useful
 - B. Easy to obtain
 - C. Relevant and necessary
 - D. Useful for future purposes

3. Respecting employee privacy is **MOST** likely to result in:
 - A. Higher profits
 - B. Reduced supervision
 - C. Improved employee trust
 - D. Make faster decision-making

4. Which action **BEST** demonstrates ethical workplace monitoring?
 - A. Notice
 - B. Monitoring employees secretly
 - C. Installing monitoring systems without notice
 - D. Informing employees about monitoring practices and purposes

5. A company stores employee personal information without adequate security measures. This practice may lead to:
 - A. Productivity
 - B. Data privacy risk
 - C. Better communication
 - D. Data privacy and confidentiality risks affecting employees and the organization

Scenario 2: Questions 6 – 10

Alpha Holdings Berhad faced criticism after auditors failed to disclose conflicts of interest, executives received excessive bonuses despite poor company performance, and a senior manager used confidential information to purchase shares before a major company announcement.

6. The failure of auditors to remain independent is an example of:
 - A. Bias
 - B. Whistleblowing
 - C. Conflict of interest
 - D. Professional accountability

7. Corporate governance primarily aims to:
 - A. Accountability
 - B. Maximising profits only
 - C. Reducing employee benefits
 - D. Accountability, transparency, and ethical decision-making throughout the organization

8. Which principle requires organisations to openly disclose relevant information to stakeholders?
 - A. Transparency
 - B. Information confidentiality
 - C. Fairness in decision making
 - D. Confidentiality disclosure of relevant organisational information

9. An executive receives a large bonus despite poor company performance. This situation raises concerns regarding:
 - A. Product quality
 - B. Job satisfaction
 - C. Executive compensation and accountability
 - D. Market competition and accountability to stakeholders

10. Using confidential, non-public information to buy or sell shares before an announcement is:
 - A. Share trading
 - B. Insider trading
 - C. Investment planning
 - D. Unethical use of confidential information for personal financial gain

(TOTAL: 10 MARKS)

PART B: SHORT ESSAY QUESTIONS

Instruction: Answer ALL questions.

1. Explain **FIVE (5)** ethical concerns related to workplace monitoring and employee privacy.
(10 marks)
2. Discuss **FIVE (5)** ethical issues that may arise in the workplace.
(10 marks)
3. Explain **FIVE (5)** ethical responsibilities of sellers towards consumers.
(10 marks)

(TOTAL: 30 MARKS)

PART C: LONG ESSAY QUESTIONS

Instruction: Answer ALL questions.

Question 1

GlobalTech Manufacturing Berhad operates factories in several countries. Recent investigations revealed complaints of workplace discrimination, excessive overtime, invasion of employee privacy through hidden surveillance systems, and unfair treatment of migrant workers. These issues have attracted criticism from employees, labour organisations, and the public.

- a. Explain **FIVE (5)** ethical issues found in the workplace based on the scenario above.
(10 marks)
- b. Discuss **FIVE (5)** responsibilities of employers in promoting an ethical and respectful workplace environment.
(10 marks)

(Total: 20 marks)

Question 2

FreshLife Sdn. Bhd. launched a new health supplement and promoted it through social media influencers. The advertisements claimed that the product could significantly improve health, although scientific evidence was limited. The company also faced criticism after reports revealed that some suppliers used child labour and environmentally harmful production methods.

- a. Explain **FIVE (5)** unethical marketing practices that may arise from the scenario above.
(10 marks)
- b. Discuss **FIVE (5)** responsibilities of organisations in ensuring ethical marketing and responsible supply chain management.
(10 marks)

(Total: 20 marks)

Question 3

Alpha Holdings Berhad experienced a corporate governance crisis after auditors failed to disclose conflicts of interest, executives received excessive bonuses despite poor company performance, and a senior manager was accused of insider trading before a major acquisition announcement. Investors questioned the company's transparency and accountability.

- a. Explain **FIVE (5)** ethical issues related to corporate governance based on the scenario above.

(10 marks)

- b. Discuss **FIVE (5)** governance practices that organisations can implement to strengthen stakeholder confidence and ethical accountability.

(10 marks)

(Total: 20 marks)

(TOTAL : 60 MARKS)
(TOTAL : 100 MARKS)

END OF QUESTION PAPER