

 **INTI** International
University & Colleges

FINAL
Examination Paper

(COVER PAGE)

Session : APRIL 2018

Programme : Diploma in Business (DIB)

Course : LAW2103: Business Ethics

Date of Examination : July 28, 2018 (Saturday)

Time : 11:00am – 1:00pm Reading Time : Nil

Duration : 2 Hours

Special Instructions :

SECTION A: Answer any **THREE (3)** questions.

SECTION B: Answer any **ONE (1)** question.

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : Dr Catherine Muthu, Nurnazida Binti Nazri, and Gary Solibun

Moderator : Dr Chan Wai Meng

This paper consists of 4 printed pages, including the cover page

DIPLOMA IN BUSINESS PROGRAMME (DIB)
LAW2103: BUSINESS ETHICS
FINAL EXAMINATION: APRIL 2018 SESSION

Instruction: This paper consists of **SIX (6)** questions. Answer any **THREE (3)** questions in **SECTION A** and **ONE (1)** question in **SECTION B** in the answer booklet provided.

SECTION A: Answer any **THREE (3)** questions in the answer booklet provided. **(75 marks)**

Question 1

- (a) Based on the consequentialist theory, define Egoism and Utilitarianism and further explain criticism against each of the doctrine. (13 marks)
- (b) Discuss the **SIX (6)** concerning points of utilitarianism. (12 marks)
- (Total: 25 marks)**

Question 2

- (a) Define the term ethics and apply it in the discipline to marketing. (5 marks)
- (b) Explain at least **TEN (10)** ethical norms in marketing decision-making set by the Chartered Institute of Marketing (CIM, 2005). (20 marks)
- (Total: 25 marks)**

Question 3

- (a) “ Some People do not believe that morality boils down to religion but rather that it is merely a function of what a particular society happens to believe”- William Shaw, p 12, (2014)

In respect of the abovementioned statement, discuss critically the Sources of Morality
(15 marks)

- (c) List down the requirements in achieving Moral Judgement and/or decision in the context of business decisions
(10 marks)

(Total: 25 marks)

Question 4

- (a) Discuss **TWO (2)** opposing views of corporate social responsibilities.
(16 marks)
- (b) Explain **THREE (3)** debating points of corporate responsibility.
(9 marks)

(Total: 25 marks)

SECTION B: Answer any ONE (1) question in the answer booklet provided. (25 marks)**Question 1**

Fast food chains are spending a fortune to pull in customers from an early age, and it's working. A new study from Dartmouth has determined that pre-school age kids who are exposed to fast food marketing are more likely to want to eat burgers and nuggets.

"In general, children's consumption of fast food is associated with increased intakes of calories, fat and sugar, making fast-food consumption an important risk factor for obesity and other health problems," Madeline Dalton, PhD, lead author on the study, said in a statement. "We also know that dietary practices that are formed early in life are carried throughout adolescence and adulthood."

- (a) Discuss **FOUR (4)** deception and unfairness in advertising.
(20 marks)
- (b) Suggest strategies on how fast food chain should advertise to children.
(5 marks)
- (Total: 25 marks)**

Question 2

A clerk was fired due to a small amount of theft. In a different context, a supervisor of the same company was accused of mishandled company's petty cash. However, he was just given warning letter and remained employed in the same company.

- (a) According to Kant's Theory, a moral rule must function without any exception. Discuss how applicable is his theory in the above situation.
(12.5 marks)
- (b) Discuss **THREE (3)** applications of Kant's moral theory for organizations.
(12.5 marks)
- (Total: 25 marks)**

~ The End ~

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