

**FINAL**  
Examination Paper

(COVER PAGE)

Session	:	<u>January 2020</u>
Programme	:	<u>Diploma in Business (DIB) Diploma in Finance (DIF) Diploma in Marketing (DMKT) Diploma in Entrepreneurship (DENT)</u>
Course	:	<u>LAW2103: Business Ethics</u>
Date of Examination	:	<u>March 18, 2020 (Wednesday)</u>
Time	:	<u>8.00am – 10.00am</u> Reading Time : <u>Nil</u>
Duration	:	<u>2 Hours</u>
<b>Special Instructions</b>	:	
		<u><b>SECTION A:</b> Answer all <b>THREE (3)</b> questions.</u>
		<u><b>SECTION B:</b> Answer the question.</u>
Materials permitted	:	<u>Nil</u>
Materials provided	:	<u>Answer Booklet</u>
Examiner(s)	:	<u><b>Yee Aik Phoay</b>, Edi Hezri Bin Hairi, Vasudevan Arumugam and Nurnazida Nazri</u>
Moderator	:	<u>Dr Chan Wai Meng</u>

*This paper consists of 3 printed pages, including the cover page*



DIPLOMA IN BUSINESS PROGRAMME (DIB)  
DIPLOMA IN MARKETING PROGRAM (DMKT)  
DIPLOMA IN FINANCE PROGRAMME (DFIN)  
DIPLOMA IN ENTREPRENEURSHIP (DENT)  
LAW2103: BUSINESS ETHICS  
FINAL EXAMINATIONS: JANUARY 2020 SESSION

**Instruction:** This paper contains **THREE (3) questions in Section A** and **ONE (1) question Section B**. Answer **ALL FOUR (4)** questions in the answer booklet provided.

**SECTION A: (75 marks)**

**Question 1**

Using examples, explain **FOUR (4)** ways of deceiving children by using advertisements.

*[Note: Do explain what advertisements are and their roles in the introduction.]*

(25 marks)

**Question 2**

(a) Briefly explain the due care approach and the contract approach to product safety.

(10 marks)

(b) Suggest and explain **FIVE (5)** steps that will help a company to act ethically by prioritizing product safety.

(15 marks)

**Question 3**

(a) Using real cases, explain the term “whistleblowing” at the workplace.

(10 marks)

(b) Shen works in a milk manufacturing company. Recently, she discovered that harmful chemical has been added into the production process. With reference to Bowie’s theory, explain the **FIVE (5)** conditions that would support Shen’s decision to whistleblow.

(15 marks)



**SECTION B: (25 marks)**

**Question 4**

Explain the following ethical issues at the workplace:

- (a) Sexual harassment (8 marks)
- (b) Discrimination (8 marks)
- (c) Insider trading (9 marks)

**~ The End ~**  
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