



PENINSULA
COLLEGE
GEORGETOWN DK266-03(P)

FINAL EXAMINATION

Semester	:	MAY 2024 SEMESTER
Programme Name	:	BA (HONS) BUSINESS 3+0 IN COLLABORATION WITH UNIVERSITY OF PLYMOUTH, UK
Course Code & Name	:	BBDM4013 BUSINESS ETHICS
Duration	:	3 HOURS

INSTRUCTIONS TO CANDIDATES:

1. Please read the instructions given in the question paper **CAREFULLY**.
2. The question paper consists of **FOUR (4)** questions.
3. Answer **ALL** questions in the question paper.
4. Answers to the questions are to be written into the examination booklet.
5. Electronic dictionaries, lecture notes, files or any unauthorised materials except writing equipment are strictly prohibited.

This question paper must be submitted along with all used and/or unused rough papers and/ or graph papers (if any). Candidates are **NOT ALLOWED** to take any examination paper(s) used or unused out of the examination hall.

WARNING:

The Examination Board of Peninsula College Georgetown regards cheating as a very serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from Peninsula College Georgetown.

(This booklet contains 3 printed pages including this page)

DO NOT OPEN THIS BOOKLET UNTIL YOU ARE ALLOWED TO DO SO

Answer **ALL** questions on the separate sheet provided.

1. Ethics in the employment context is perhaps the most universal topic in business ethics because nearly every person will have the experience of being employed or employing someone else.
 - a) Define diversity as it applies to the workplace. (5 marks)
 - b) Explain the difference between intrinsic and instrumental value in terms of health and safety. (10 marks)
 - c) With an illustration of diagram, examine the “acceptable risk” approach to health and safety in the workplace. (10 marks)

Total: [25 marks]

2. Privacy is an unexpectedly ambiguous and debated concept in modern society. With the significant advancements in computer technology in recent decades, there have been growing demands for stronger protection of privacy rights.
 - a) Distinguish the following definitions of privacy.
 - i. Right to be “left alone.” (2.5 marks)
 - ii. Right to control information. (2.5 marks)
 - b) Discuss the concept of a “reasonable expectation of privacy.” (5 marks)
 - c) Identify **FIVE (5)** ethical challenges posed by technology use. (15 marks)

Total: [25 marks]

3. Ethics in marketing refers to the application of moral principles and standards to marketing practices, ensuring that all actions, decisions, and strategies are fair, transparent, and respect the rights and dignity of all stakeholders involved.
- a) Describe the **THREE (3)** key concerns of ethical analysis of marketing issues.
(6 marks)
 - b) Analyze **TWO (2)** ethical arguments for and against strict product liability.
(4 marks)
 - c) The ethical justification for advertising revolves around several key principles that support its role in society and business. Explain **FIVE (5)** ethical justifications for advertising.
(15 marks)
- Total: [25 marks]
4. There is a tendency to believe that environmental challenges always create a burden on business and that environmental and business interests are always in conflict. While environmental regulations can add costs to business operations and restrict business choice, environmental considerations can also provide opportunities for business.
- a) Distinguish the difference between sustainable development and sustainable business.
(5 marks)
 - b) Explain the **FOUR (4)** approaches on how environmental challenges can create business opportunities.
(10 marks)
 - c) Identify the **FOUR (4)** key roles of accountants and other professionals as “gatekeepers.”
(10 marks)
- Total: [25 marks]

- END OF QUESTIONS -