



**FINAL EXAMINATION**  
**MARCH 2023**

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<b>COURSE TITLE</b>	<b>INTRODUCTION TO BUSINESS ETHICS AND VALUES</b>
<b>COURSE CODE</b>	<b>RMGT1413</b>
<b>DATE/DAY</b>	<b>20 JUNE 2023 / TUESDAY</b>
<b>TIME/DURATION</b>	<b>09:00 AM - 11:00 AM / 02 Hour(s) 00 Minute(s)</b>

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**INSTRUCTIONS TO CANDIDATES:**

1. Please read the instruction under each section carefully.
2. Candidates are reminded not to bring into examination hall/room any form of written materials or electronic gadget except for stationery that is permitted by the invigilator.
3. Students who are caught breaching the Examination Rules and Regulation will be charged with an academic dishonesty and if found guilty of the offence, the maximum penalty is expulsion from the University.

(This Question Paper consists of 3 Printed Pages including front page)

**\*\*\*DO NOT OPEN THE QUESTION PAPER UNTIL YOU ARE TOLD TO DO SO\*\*\***

**This paper consists of TWO (2) sections. Answer ALL sections.**

**[50 MARKS]**

**SECTION A**

**(30 Marks)**

**There are FIVE (5) questions in this part. Answer ALL questions in the answer booklet.**

1. Define corporate culture. (6 marks)
2. Briefly explain **ONE (1)** ethical issue in packaging. (6 marks)
3. Briefly explain **ONE (1)** ethical issue in advertising. (6 marks)
4. State any **FIVE (5)** current ethical issues in international business. (5 marks)
5. Briefly discuss how an organization treats its employees in the context of cross-cultural and international ethics. (7 marks)

  
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**SECTION B**

**(20 Marks)**

There are **TWO (2)** questions in this part. Answer **ONE (1)** question only in the answer booklet.

**Ikea Malaysia Recalls Children's Swing over Safety Issues**

Ikea Malaysia is recalling all Gunggung children's swings after receiving reports of incidents showing that the suspension fittings of the swing do not live up to Ikea quality requirements, posing a risk of serious injury. Customers who have purchased this product are urged to bring it back to the Ikea store where they will receive a full refund. Proof of purchase (receipt) is not required for a full refund.

"We develop products intended to stimulate children's creativity and natural need for physical play. Our mindset at Ikea is that we only sell products that we would give to our own children. However, sometimes even though we have tested according to applicable standards and legislation, we make mistakes. We are therefore recalling the Gunggung swing to avoid any more incidents," said business area manager for children's products at Ikea Cindy Andersen.

"We have zero tolerance towards any safety or health risks in children's products and always take prompt action when we learn of a possible safety issue," she added, apologising for the inconvenience caused. The Gunggung children's swing has been sold at Ikea Malaysia since April 1, 2014.

*(Adapted from 'Ikea Malaysia Recalls Children's Swing over Safety Issues', The Malaysian Insider.com, 16 September 2014)*

1. Discuss some of Ikea's responsibilities with regards to product development. (20 marks)
2. Raymond, an operation manager for Awan Electric Sdn Bhd, called an urgent meeting to announce that a sample of air conditioner tubes had failed a critical safety test. They have manufactured 6,000 units of air conditioners to be delivered to a large client of Hujan Electronic & Co by the end of the month. They took five weeks to get the order ready. It was eight days before the end of the month. It was the first time that they encountered such a critical quality issue.

Raymond asked everyone at the meeting, "What are we going to do now? He further said, "This is our first large order from this client. The CEO worked hard to secure this business." After a long silence, Peter, the Vice President of Technical Operations, who was also Raymond's immediate superior, looked around the meeting room and said, "Throw those air conditioner tubes away if we cannot fix the defects."

In your view, did Peter set the right tone from the top by asking for the defective air conditioner tubes to be discarded if they could not be fixed? Justify your answer. (20 marks)

**\*\*\* END OF QUESTION PAPER \*\*\***