

**Final Exam
Summer 2021
BUSI 601-07
Total marks: 100
Time: 2 hours 30 minutes**

Please read the following instructions before you start the exam:

Write your name, ID, section, and responses to the following questions on a Word document. Submit the exam via Turnitin in MyUCW course shell under Week 11. You do not need to copy the questions with your responses. Just write the corresponding question number by your response. There are multiple parts of each question. Please use headings and sub-heads when responding to questions. Read the questions carefully. The assigned marks for the questions are given within the questions in brackets.

1. When considering the regulation of businesses, we tend to think primarily of government regulation on businesses. There are also approaches such as self-regulation, deregulation, and private regulation. Think about a non-profit organization or an NGO preferably located in Canada (local or INGO but located in Canada). If you cannot think of an organization located in Canada, then think of one in another country.

First, discuss what that organization generally aims to accomplish and what it does for that -- its plans, programs, products, services, target market, funding sources, etc. **(5)**. Then discuss, what in your opinion, should the government regulation, self-regulation, and deregulation of that organization should look like **(5+5+5)**. Be thorough in your responses – describe the reasons behind your recommendations and use real and/or hypothetical examples. This question is not asking you what regulations or deregulations are already in place. Rather, it's asking what they should be. Think of yourself as a policy maker in this regard and you are making recommendations.

2. The ethics of business lobbying is a debatable topic. There are pros and cons surrounding business lobbying. Explain how business lobbying work **(3)**. Using examples, discuss the types of lobbyists and how they work **(3+6)**. Also, discuss the pros and cons to business lobbying **(2+2)**. In your opinion, what the business lobbying should look like and why to minimize the controversies/debates/concerns around business lobbying **(5)**?
3. In the past decade or so, we get to see an employment trend known as the *gig economy*. This trend has complicated the existing views towards work ethic. We discussed this issue in class. Describe three characteristics of gig economy with examples **(3)** and how this trend is impacting on work ethic in terms of stress, how employees are treated, fringe benefits, compensation, and other challenges **(10)**.
4. Michael Porter's five forces model systematically assesses the industry environment. What are those five forces and why this approach is important for the management's decision-making **(5)**? Consider the Robert Lee YMCA – your client organization for your

class project. Discuss with examples (real or hypothetical examples) how the five forces would interact with and impact your client organization **(3+3+3+3+3)**.

5. In a thought essay, you discussed ethical responsibilities of public relations (PR) professionals towards the public, their clients, and their profession. Think about the PR profession and how a PR campaign works and discuss how PR professionals through a PR campaign can promote business ethics, CSR, and sustainable development? Assume that the PR campaign is sponsored by the government. Discuss the potential campaign and its potential impact – talk about the objectives, what messages need to be developed and conveyed, who's going to convey, who to convey to, how to convey (medium), and how to measure the impact **(12)**.
6. Globalization decreases constraints on the interactions among nations and people of the world and increases businesses' economic, social, and environmental responsibilities. There are pros and cons of globalization – globalists' arguments vs. anti-globalists' arguments. Discuss three arguments of the two sides and use examples when appropriate **(3+3)**. In class, we talked about INGOs and supranational institutions. Name an INGO and a supranational institution **(2)** and discuss how these two types of organizations in general play their parts in economic globalization **(3+3)**.