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UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
(ONLINE)
SEMESTER II
SESSION 2020/2021**

COURSE NAME : BUSINESS ETHICS AND CORPORATE GOVERNANCE

COURSE CODE : MPA 11003

PROGRAMME CODE : MPA

EXAMINATION DATE : JULY 2021

DURATION : 3 HOURS

INSTRUCTION : ANSWER ALL QUESTIONS
CLOSE BOOK EXAMINATION

THIS QUESTION PAPER CONSISTS OF **THREE (3)** PAGES

BASED ON A BRIEF CASE STUDY ANSWER ALL QUESTIONS.

Established in 2004, Bluebird Sdn. Bhd (hereafter Bluebird) is a Telecommunication based company in Malaysia. Bluebird comprises four business groups: Mobile Phones; Multimedia; Enterprise Solutions and Networks. The company is playing a key role in shaping this emerging complex market by focusing on the fastest growth areas: imaging, music, and games, to name a few. Bring extended mobility to enterprises; the company restructured into four business groups – Mobile Phones, Multimedia, Enterprise Solutions, and Networks - to better focus and capitalize on the opportunities in each of these areas. Throughout all these, the Networks business group provides the infrastructure backbone and enables end-to-end communications

The audited account of the company as at 31st December 2020 reported that net profit after tax of the company was at RM50 Million. Given its excellent financial reputation, it has no difficulty for Bluebird in maintaining the business. For Bluebird investment in innovation, people and skills development is part of its strategy: the management believes that the company's success is based on the efforts of everyone. There is also the matter of staying abreast of the newest developments in technology and treatments, and that too requires continuous training.

To expand and diversify the business the company is planning to list on main board of Bursa Malaysia within the next one year. To do the Initial public offering (IPO) the company has appointed CIMB Investment Bank Berhad (CIMB) as the consultant to complete the whole IPO processes. After two formal meetings the company has been advised that the first step of the process is to comply with corporate governance provisions, listing rules requirements set by Bursa Malaysia and Security Commission (SC).

- Q1** Evaluate **THREE (3)** Principles of Malaysian Code of corporate governance 2017 (MCCG 2017) the company must comply with.
(24 marks)
- Q2** Discuss **THREE (3)** corporate governance challenges that might be faced by the company.
(20 marks)
- Q3** Propose **FOUR (4)** board of directors' committees' structure with their responsibilities to be set up by the Bluebird Company.
(20 marks)
- Q4** Discuss **THREE (3)** types of stakeholders that might influence the process of listing.
(15 marks)

- Q5** Examine **THREE (3)** roles and responsibilities based on Bursa Malaysia Listing Requirements that must be performed by the Audit Committee of Bluebird.
(21 marks)

-END OF QUESTIONS-