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**PUBLIC AWARENESS ON  
ANTI-CORRUPTION AGENCY**

**BY  
GEORGE WISE ANAK AJOM  
2000241348**



**BACHELOR IN BUSINESS ADMINISTRATION  
(HONS.) MARKETING  
FACULTY OF BUSINESS AND MANAGEMENT  
MARA UNIVERSITY OF TECHNOLOGY  
SARAWAK**

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# CHAPTER 1

## INTRODUCTION

### 1.1 Background of the Study

The Anti-Corruption Agency of Malaysia (ACA) began its formal operations on 1st October 1967. But with the passing of the National Bureau of Investigation Act, 1973, it was legally named as The National Bureau of Investigation (NBI). The change of name was necessary in line with the widening of its scope. The NBI did not only confine itself to the investigation of corruption cases but also to cases of national interest, for example, syndicated gambling, smuggling, serious criminal breach of trust, organized fraud etc.

However, the name NBI was reverted to ACA when the Anti- Corruption Agency Act, 1982 was passed by Parliament on 13<sup>th</sup> May 1982. The reason for the reversion was to reflect the actual function of this agency, that is, as an agency whose main function is the prevention of corruption.

Combating corruption and abuse of power effectively does not solely depend upon the enforcement of laws, on the contrary, it requires a more concerted, planned and comprehensive approach inclusive not only the

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Marketing as a Management Philosophy**

Marketing plays a very important role in the future success of businesses. Marketing related activities are not committed to industrial firms, large corporations or people called “marketers”. Nowadays marketing takes on a new significance and not just within the industrial sector. Non-profit organization, which has thought themselves exempts from pressure of market place, are also beginning to recognize the need for marketing in the management of their affairs. They are beginning to give attention to the marketing concepts; - to communicate to the consumers what are the services that they are giving or made available to the market. However marketing is much more than just an isolated business functions. It is a philosophy that guides the entire organization.

Marketing is an exciting fast paced and contemporary field. It influences us daily in our role as provider of goods and services and consumers. Professional people like doctors, lawyers, and accountants use marketing to manage their demand for their service. And they need to know how to advertise and promote their products or services sot hat customer will now aware. Clearly, marketers need broad range of skill in order to sense, serve, and satisfy consumer needs.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

The research methodology is designed towards describing various strategies used in communicating. At the same time, it is to establish the cause and effect of the related factors in relation to communication campaign programmes. Thus, the combination of descriptive and causal research design approach is adopted. In accomplishing the objectives of the study, we would consider sources from both primary and secondary data.

#### **3.1 Primary Data**

Given the scope and nature of the research requirement, we would obtain information through distribution of questionnaire to acquire first hand information, interview with the students and employees of government department/, private sectors and members of the public within the City of Miri, through distribution of questionnaires, personal visit, and observation.