

Code: 17E00301

MBA III Semester Supplementary Examinations October 2020
BUSINESS ETHICS & CORPORATE GOVERNANCE
(For students admitted in 2017 & 2018 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

(Answer the following: 05 X 10 = 50 Marks)

- 1 (a) State the concept of 'business ethics' and explain its importance in today's modern society.
(b) What are the main sources of knowledge of business ethics?
OR
- 2 List and discuss the various Ethical models for decision making.
- 3 (a) Explain the concept of 'ethics at work place'.
(b) Identify and discuss the ethical issues in Performance Appraisal.
OR
- 4 (a) Distinguish between consumer ethics and Marketing ethics.
(b) List and explain some of the ethical issues in Advertising in Indian scenario.
- 5 (a) Is 'insider trading' an Ethical issue in Stock Market and Finance? Justify your answer.
(b) State the concept of ethical investment.
OR
- 6 (a) What are the challenges in addressing the issue of 'information security and threats' with regard to Information Technology in India?
(b) How does organization combat 'financial frauds' as an ethical challenge in Finance?
- 7 (a) Distinguish between corporate management and corporate governance.
(b) In corporate governance, there is a gap between the precept and practice. Explain your point of view.
OR
- 8 (a) Discuss the emerging trends in corporate Governance.
(b) Explain the basic mechanism and models of Corporate Governance.
- 9 What does the Birla Committee Report emphasis on the various aspects of corporate governance? Explain each of these in detail.
OR
- 10 (a) What is Corporate Social Responsibility? Who determines that responsibility?
(b) Write a note on corporate citizenship Model.

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SECTION – B

(Compulsory question, 01 X 10 = 10 Marks)

11 **Case Study:**

Kamala knew that something was wrong when Jagan got back at his desk. Jagan had been with Akash & Akash for twenty years. He was sincere, hardworking and also a strong supporter of the company. Kamala joined this accounting firm one year ago, after passing her C.A. exam.

One morning, Jagan was moody and upset. When Kamala was wishing him a good morning, Jagan said: "Look here, Kamala, I have been denied a senior position. I am working 60 hours per week for the last 20 years. This company wants me to wait for some more time". Kamala asked him, "What are you going to do?". Jagan replied, "I don't know".

Later on, Jagan began behaving in different way. He used to come late and go early. On a Sunday, when Kamala went to office to collect some papers, she noticed Jagan was copying some software used on auditing and consulting. Jagan began to do some consulting work for small firms. He also said that long-term service was not recognized in that company. Kamala was disturbed by this even

Questions:

- (a) What are the ethical issues in this case?
- (b) Do you have some suggestions for this company?

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MBA III Semester Regular & Supplementary Examinations November/December 2019

BUSINESS ETHICS & CORPORATE GOVERNANCE

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Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

(Answer the following: 05 X 10 = 50 Marks)

- 1 (a) Distinguish between ethics and business ethics.
(b) Explain the need and basic objectives of business ethics.
OR
- 2 List the various ethical theories and approaches for a corporate entity. Explain each of them in detail with examples, if any.
- 3 (a) What are the criticisms in Marketing ethics? Explain in detail.
(b) What is consumer ethics?
OR
- 4 List and identify the ethical issues involved in Selection, Training and Development in a Business Organization.
- 5 List and explain the various kinds of Ethical issues in Finance Challenges faced by Modern Organizations, and the associated challenges.
OR
- 6 (a) What is Cyber Crime? How is this ethical issue for Managers in Business Organisations?
(b) List and explain any three ethical issues relating to Information Technology for Business.
- 7 (a) State the concept of 'Corporate Governance' and its importance.
(b) What are the essential features of a good corporate governance? Elaborate your answer.
OR
- 8 Explain the basic theories of Corporate Governance. Which one is the best theory, according to you, and why?
- 9 (a) Is Corporate social responsibility a legal issue or an ethical issue? Explain your view.
(b) Why should business people have social responsibilities?
OR
- 10 (a) State the salient features/components in a Corporate Governance model.
(b) Outline a model of ideal corporate governance suitable for a developing country like India.

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SECTION – B

(Compulsory question, 01 X 10 = 10 Marks)

11 **Case Study:**

The 2016 election season generated many headlines, some of which are notable for being blatantly false. Fake news ranged from, “the Pope endorsed Donald Trump” all the way to “Hillary Clinton is running a child sex ring out of a pizza shop.” Did “fake news” influence the outcome of the 2016 US Presidential election? While the answer is unclear, one thing is certain. The rise of fake news has reached unprecedented levels and has raised serious concerns about how citizens receive their news and form opinions. The increase in fake news has several sources. Social media platforms like Facebook gave these stories the same visibility as news publications, such as those from the New York Times or Wall Street Journal. Moreover, these posts often had higher engagement rates (comments and reactions) resulting in them receiving even higher visibility and prevalence in users’ news feeds.

Facebook CEO Mark Zuckerberg initially downplayed the problem, calling it a “pretty crazy idea” that fake news on Facebook influenced the election. Zuckerberg has since begun to address the fake news issue, but warns, “We must proceed very carefully... and must be extremely cautious about becoming arbiters of truth ourselves.” The Society of Professional Journalists has a code of ethics with four principles: seek truth and report it; minimize harm; act independently; and be accountable and transparent. But the transition to online platforms has fundamentally changed journalism. Google and Facebook control 80 percent of ad revenues; the same revenue source that news publishers depend on. Moreover, more than 40 percent of people now get their news from social media networks – making Facebook a de facto middleman in people’s intake of news. Facebook is taking the problem seriously, albeit with a great deal of caution. They have introduced efforts to help users spot fake news and inject indicators of trust (disputed tags) into their posts in partnership with a few institutions. They have also banned fake news sites from advertising on the network.

Question:

Does Facebook have an obligation to address the fake news problem? If so, what should be done about it?

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MBA III Semester Supplementary Examinations May 2019
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Max. Marks: 60

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SECTION – A

Answer the following: (05 X 10 = 50 Marks)

- 1 What is the importance of business ethics and corporate ethics?
OR
- 2 Explain the unethical practices and ethical dilemma of a business company in establishing mining ore factory at domestic premises.
- 3 What are marketing ethics and consumer ethics and critically evaluate the differences between them?
OR
- 4 What are the issues of ethics at work place in a MNC company? Explain.
- 5 Explain the ethical issues in information technology.
OR
- 6 Briefly explain about the cybercrime and how to overcome the cybercrime issues.
- 7 Write the theories and philosophies of corporate governance.
OR
- 8 How the theories and philosophies help in for smooth running of corporate governance?
- 9 What is corporate social responsibility (CSR) and what are the activities taking by the TATA group and ONGC as part of CSR?
OR
- 10 Explain the corporate governance structures briefly.

SECTION – B

(Compulsory question, 01 X 10 = 10 Marks)

11 **Case study:**

Mr. Naren is the environmental compliance manager for a small plastics manufacturing company. He is currently faced with the decision whether or not to spend money on new technology that will reduce the level of a particular toxin in the wastewater that flows out the back of the factory and into a lake. Recently, a scientist from university has quoted in news paper about that toxin.

The factory's emission levels are already within legal limits. However, he knows that environmental regulations for this particular toxin are lagging behind scientific evidence. In fact, a scientist from the university had been quoted in the newspaper recently, saying that if emission levels stayed at this level, the fish in the lakes and rivers in the area might soon have to be declared unsafe for human consumption.

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Further, if companies in the region don't engage in some self-regulation on this issue, there is reason to fear that the government - backed by public opinion - may force companies to begin using the new technology and may also begin requiring monthly emission level reports (Which would be both expensive and time consuming).

But the company's environmental compliance budget is tight. Asking for this new technology to be installed would put Jonica's department over-budget and could jeopardize the company's ability to show a profit this year.

Questions:

- (a) What motives would the company have to install the new technology?
- (b) What motives would the company have to *delay* installing the new technology?
- (c) Why might the companies in this region *prefer* for the government to impose new regulations?

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SECTION – A

(Answer the following: (05 X 10 = 50 Marks)

- 1 Write about the ethical models for decision making process.
OR
- 2 Critically comment your views on ethics in business competition.
- 3 Explain the criticism in marketing ethics.
OR
- 4 How the ethics in HRM helps the management for smooth running of an organization?
- 5 What is ethical investment? Explain.
OR
- 6 Does ethics in finance helps the company to grow or not? Comment your views.
- 7 What is corporate governance? Explain.
OR
- 8 Explain how the theories of corporate governance suits/helps the start-ups of budding entrepreneurs.
- 9 Explain the corporate governance structures briefly.
OR
- 10 What is social development? Critically discuss your views on it.

SECTION – B

(Compulsory question, 01 X 10 = 10 Marks)

11 **Case Study:**

Majestic Electricals Limited was engaged in manufacturing and selling electrical goods of high quality. It believed in introduction of new and sophisticated products in the market. Mr. K.S.Lal, previously the corporate development manager, was promoted to the rank of general manager in the company. In his new position, he needed a bright manager to serve as his deputy to assist carrying his day-to-day activities and coordinating marketing, manufacturing, research and development and finance functions. There were three candidates available who could be considered to the position of Mr. K.S. Lal's deputy. All of them had very good academic background and successful careers of varying lengths within the company.

The first candidate Mr. Rohit was with the company for the last three years. He had engineering and MBA degrees from reputed universities. He believed in high achievement. He used to perform assigned tasks very quickly and accurately. He performed well when he had complete control over the situation. Many critical tasks he perfected to do himself and accomplice in much shorter time

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The second candidate for the position was Mr. Rahul. He had Ph.D., degree in quantitative analysis within engineering background. He joined the company about a year back. His performance in the previous job was rated to be of high standard and he got quick promotion with wider responsibilities at each promotion. He developed good understanding of the company's working through he was somewhat reserved in staff meetings.

The third candidate was Mr. Prakash. He did not have any engineering or management degree but attained marks in his arts degree. He had been with the company for the last 15 years. He was quick good in his work and had good knowledge of the company's operations. He enjoyed working with most key managers and did not have conformation or disagreements with any manager of the company. However, he was not aggressive and had difficult time in examining critical new ideas and proposals.

Questions:

- (a) Assuming that you have to select one the above candidates, to whom will you perfect?
- (b) If you have to conduct interview for the selection of the candidates, what types of questions will you ask?
