

IV Sem. M.B.A. (Day) / VI Sem. M.B.A. (Evening)

Examination, July/Aug. 2006

(Updated Scheme)

MANAGEMENT

4.2 : Business Ethics and Values

Time : 3 Hours

Max. Marks : 75

SECTION - A

1. Answer any six of the following. Each question carries two marks. (6×2=12)

- Mention any two features of the nature of business ethics.
- What is 'Theory of Amoralty' ?
- Who propounded 'The Ends - Means Ethic' ?
- What is 'Whistle blowing' in business ethics ?
- What constitutes 'Code of Ethics' of an organization ?
- What are the major sources of ethical values ?
- Distinguish business ethics from ethics in general.
- What are ethics hotlines ?

SECTION - B

Answer any four of the following. Each question carries five marks. (4×5=20)

- Bring out the relevance of business ethics in the contemporary business scenario of increasing competition and profit maximization.
- What are the ethical issues involved in featuring women in advertisement of products in print and electronic media ?
- 'Is business just another form of war' ? Discuss.
- Explain the highlights of code of ethics of Tata group of companies.
- What are the cultural norms to be adopted by MNCs entering Indian market ?
- How can Bhagwad Gita be a source for business ethics ?

SECTION - C

Answer any three of the following. Each question carries ten marks. (3×10=30)

- Explain any four theories of business ethics.
- Analyse the various difficulties and dilemmas involved in ethical decision making.
- Enumerate the ethical principles governing global business.

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11. Explain various ethical dimensions relating to disclosure in financial statements and insider trading.
12. Describe the ethical principles governing global business.

SECTION - D

13. Read the following case and answer questions given at the end. It carries **thirteen** marks. It is **compulsory**. (1×13=13)

It was a sports stadium. Eight children were standing on the track to participate in the running event.

*Ready!*Steady!*Bang!!!

With the sound of toy pistol, all eight girls started running.

Hardly have they covered ten to fifteen steps, one of the smaller girls slipped and fell down. Due to bruises and pain, she started crying.

When other seven girls heard this sound, they stopped running, stood for a while and turned back, they all ran back to the place where the girl fell down. One among them bent, picked and kissed the girl gently and enquired 'Now pain must have reduced'.

All seven girls lifted the fallen girl, pacified her, two of them held the girl firmly and they all seven joined hands together and walked together and reached the winning post.

Officials were shocked. Clapping of thousands of spectators filled the stadium.

Many eyes were filled with tears and perhaps it had reached the God even!

Yes. This happened in Hyderabad [India] recently!

The sport was conducted by National Institute of Mental Health.

All these special girls had come to participate in this event and they are spastic children.

Yes, they were mentally retarded! Challenged.

Questions :

1. What did they teach this world ?
 2. Can you apply this incident to a modern business which is characterized by cut throat competition!
 3. In the course of sympathizing with a colleague, whether other members of the team lost the game of play and win ? Can you afford this kind of attitude in business ?
 4. Can you rewrite the above case in a way that suits modern business organization ?
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