



PG – 685

III Semester M.B.A. (Day) Examination, January 2013
(2007-08 Scheme)

Management

3.2 : BUSINESS ETHICS AND CORPORATE GOVERNANCE

Time : 3 Hours

Max. Marks : 75

SECTION – A

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

1. a) Define business ethics.
- b) What is corporate culture ?
- c) What is Justice and Fairness ?
- d) What is Code of Conduct ?
- e) Define Job Discrimination.
- f) What is Moral Reasoning ?
- g) What is Multinational Corporation ?
- h) Mention any two Accounting Standards.

SECTION – B

Answer any three of the following : (3×8=24)

2. Explain the goals of Business Ethics. What are the pros and cons of business ethics ?
3. What is the role played by Corporate Leadership ? Is commitment from the top management imperative ? Explain.
4. What is the need for an organizational ethics programme ? Elaborate.
5. Define Corporate Governance. What are the current issues in Corporate Governance in India ?
6. Considering the plethora of advertisements on TV, choose an appropriate few that go against the ethics of advertising and discuss your opinion.

P.T.O.



SECTION - C

Answer **any two** of the following :

(2x12=24)

7. Explain the framework for ethical decision making.
8. What are the rights and duties of employees in an organisation ?
9. Describe the ethics of conserving depletable resources.

SECTION - D

Case study (**Compulsory**) :

10. Read the following case and answer the questions given at the end : (1x15=15)

Dr. Jacqueline Verret (JV) was a scientist in the Food and Drug Administration (FDA) of America. She was working on the sugar substitute cyclamates. She found that chick embryo injected with cyclamates developed cancer and held a press conference to release this information. As a consequence, a national television network sought her interview. She informed her superiors of the TV interview and assured them that it would not be conducted to cause panic.

Nevertheless, the FDA accused her of being unethical as the correct procedure would have been to publish her work in a scientific journal and subject herself to peer review. They felt that research on chicks did not necessarily mean that the results would be the same for human beings.

JV replied that publications in scientific journals take too much time and there was an urgent need to take action. FDA could not fire her meanwhile a public outcry ensued, nor could they cut her budget as she had built up a reputation. But JV admitted that the press had unfortunately used panicky language. Nevertheless, it was the moral duty of scientists to keep the public informed without creating any panic.

Questions :

- i) Can we see this in terms of only absolute ethics or also in terms of its consequences ? If we think over the consequences, we have to realistically assess (a) the pressure that could be building on the FDA by asymmetry of information among the users, scientists and producers.