



PG – 965

III Semester M.B.A. Degree Examination, February 2017
(2007-08 Scheme)

MANAGEMENT

Paper – 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) What are business ethics ?
- b) What do you understand by Philanthropic issues ?
- c) What is corporate governance ?
- d) What is corporate culture ?
- e) Define due-care theory.
- f) What are social costs ?
- g) What is consumer privacy ?
- h) What is cognitive moral development ?

SECTION – B

Answer **any three** of the following. **Each** question carries **eight** marks. (3×8=24)

2. Come out with your arguments in favour of and against business ethics.
3. Discuss the meaning of moral philosophy and the different perspectives of business ethics.
4. What are advertising ethics ? Explain giving suitable examples.
5. Elaborate on the need for an organisational ethics program.
6. What are the cross cultural, cross religion and cross racial issues faced by an MNC in international operations ?

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SECTION - C

Answer any two of the following :

(2×12=24)

7. Discuss the obligations and rights of an employee towards his organisation.
8. Who is a consumer ? Discuss consumer's rights as per Consumer Protection act. How effective is it in India ?
9. What are depletable resources ? Discuss in detail the issues and ethics of conserving them.

SECTION - D

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

Advertisements like Rim Vs Tide and Coco-Cola Vs Pepsi depict cut throat competition. Children used in ads pre-suppose emotional blackmail of consumers. Woman and sensuality is used to sell unrelated products.

- 1) Discuss the advertising ethics as given in the above case.
- 2) Draw on any six advertisements of your choice and discuss the unethical practices regarding people, promises and products shown in the ads.
- 3) What are the ethical standards and codes to be defined and followed ?

SECTION - B

Answer any three of the following. Each question carries eight marks. (3×8=24)

1. Come out with your arguments in favour of and against business ethics.
2. Discuss the meaning of moral philosophy and the different perspectives of business ethics.
3. What are advertising ethics ? Explain giving suitable examples.
4. Elucidate on the need for an organisational ethics program.
5. What are the cross cultural, cross religion and cross racial issues faced by an MNC in international operations ?