



III Semester M.B.A. (Day) Examination, January 2009
(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. (2x6=12)

1. a) What is 'Business ethics' ?
- b) What is the role of corporate culture in business ethics ?
- c) Give the meaning of cross cultural issues in business ethics.
- d) Mention any two employee rights.
- e) What is 'Ethics audit' ?
- f) What is the difference between values and Ethics ?
- g) Who are 'Independent Directors' ?
- h) What is the role of opportunity and conflict in business ethics ?

SECTION - B

Answer any three of the following : (3x8=24)

1. Can you put forth any three arguments against business ethics ?
2. What are the systems used to monitor and enforce ethical standards ?
3. How to view the social costs of duties ?



5. What are the ethical issues involved in projection of women in advertisement of products?
6. Bring out the highlights of code of ethics adopted by Tata Group of Companies.

SECTION - C

Answer any two of the following :

(2×12=24)

7. Account for the global values governing business organizations today. Illustrate with examples.
8. Bring out the current context of corporate Governance in India.
9. Describe the difficulties and dilemmas involved in ethical decision making in a business organization.

SECTION - D

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

“What Ethics Means to Coke?”

Coca-Cola India has commissioned rainwater harvesting project in three phases within the premises of its bottling plant at Almaluru village near Vijaywada. The plant can now harvest 100 per cent of rainfall on nearly six acres of constructed area. The plant maintains an additional 34-acre green belt within its premises. The company had earlier donated computers, furniture and books to the village library, besides providing scientific equipment, books and school bags for students in five schools in the neighboring villages.

According to Sanjay Gupta, CEO and president of Coca-Cola India, “We believe in conducting our business in a manner that benefits the local communities. It is indeed a matter of pride and honor for all of us to receive the support from the villages here.”

In 1998, Coca-Cola set up a bottling plant in Porantatti in the southern state of Kerala. Since it opened, local villagers have complained about the fall in the amount of water available to them and have blamed the fall in supplies on Coca-Cola who,

they claim, uses up to a million liters per day at the plant. Further, following the cleaning of the bottles, a waste sludge is produced that Coca-Cola has been disposing of on the land of local farmers claiming it was a useful fertilizer. BBC Radio 4 programme reported the details of the contaminants in the sludge Coca-Cola sells as fertilizer, given away, or sometimes dumps in dry riverbeds are revealed for the first time. Following the programme samples of the sludge were analysed by scientists at Exeter University in the south west of England and found to contain toxic chemicals including lead and cadmium-both of which can be harmful to humans – and further suggested that there was little or no benefit of the sludge as a fertilizer. Later tests by the local state laboratories find that the levels of toxic chemicals are within safety levels but that it should not be used as a fertilizer.

In a separate development, sales of Coca-Cola have been hit by suggestions that its drinks produced in India contained higher levels of pesticide residues than was healthy ! A large number of bodies have joined in the campaign for the local community demanding the plant be closed down and that tests are carried out on Coca-Cola to assess its safety. A lawsuit to this effect was thrown out which prompted Coca-Cola to issue an angry comment claiming that the reports were scurrilous, unnecessarily scared large numbers of Coca-Cola's customers and put thousands of jobs in its plants throughout India at risk.

Saril Gupta, Vice-President of Coca-Cola India, says the company has been the target of a handful of extremist protesters and it is lack of rainfall that has caused local water supplies to be exhausted. The company claims to use a maximum of 600,000 liters a day. Coca-Cola even sends round tankers of water to the region to help the local community. Mr. Gupta also says Coca-Cola undertook an environmental impact assessment before building the plant. He stood by the claim that the sludge waste from the plant was fertilizer and said the company complied with all local environmental laws and stood for the welfare of the community.

The Charity Action Aid says the crisis facing the once prosperous farming area is an example of the worst kind of inward investment by multinational companies in developing countries. In a report to the World Trade Organisation's meeting in Cancun, Mexico the charity says this kind of abuse must be controlled. The report says Parumtil was a thriving agricultural community until Coca-Cola set up the bottling plant in 1998. Coconut groves and vegetable crops have had to be abandoned because of the lack of water. Action Aid says thousands of people worked on the land but now just 141 are employed at the plant, with a further 250 as casual laborers.

The team of experts of the Central Water Resources Development and Management, Kochikode, appointed by the High Court of Kerala, has recommended in its final report that the Coca-Cola Beverages Ltd. can safely be permitted to draw 5-lakh litres of ground water a day for industrial use, under normal rain conditions. The local economy that the village council which had granted the company a license to operate is now demanding the plant's closure.

Questions :

1. In this case, what is more important – the very product or the location of the plant?
2. What concepts of business ethics are relevant in this case?
3. What are your suggestions for resolving the issue?



III Semester M.B.A. (Day) Examination, January 2010
(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. (6×2=12)

1. a) State the various perspectives in business ethics.
- b) Trace the evolution of business ethics.
- c) How do you determine corporate culture ?
- d) Determine the dimensions of resource depletion.
- e) What is job discrimination ?
- f) List any four cross racial issues of business.
- g) Define strategy.
- h) What is corporate governance ?

SECTION – B

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

2. Bring out the framework for ethical decision making.
3. Discuss the arguments for and against business ethics.
4. Justify corporate governance as a dimension of ethical decision making with reasons.
5. Discuss the ethics of conserving depletable resources.
6. Explain the relationship between ethical perceptions and international business.

P.T.O.



SECTION – C

Answer any two of the following :

(2×12=24)

7. Elaborate the training and development procedures for Board of Directors.
8. Explain the functions of systems to monitor and enforce ethical standards.
9. Discuss the need for ethics in global business.

SECTION – D

10. Read the following case and answer the questions given at the end.

(1×15=15)

Exports of a country are in great demand because level of income of people in the importing country is fairly high, such goods will be in a position to command higher price and income level of people in the country exporting these goods will rise. This will mean higher wages in export industries. The rising income of people in export industries will also mean increasing demand for other domestic goods whose prices will also go up and therefore, level of income of people producing these goods would also rise.

On the other hand, if in a country, demand for imported goods from the other country is relatively small or elastic people in the importing country will be getting imported goods at relatively lower price; income of the people producing such goods will be lower. This will also mean lower demand for other domestically produced goods while they will be paying high prices for imported goods.

Questions :

- i) "The level of income of people in a country" has great influence on sharing gain from international trade. Justify with reasons.
- ii) "The demand for such goods is inelastic in the importing country". Do you agree ? If yes, give reasons.
- iii) Determine the relationship between size of a country and gains from international trade.



III Semester M.B.A. (Day) Examination, January 2011
(2007-08 Scheme)
MANAGEMENT

Paper 3.2 : Business Ethics and Corporate Governance

Time : 3 Hours

Max. Marks : 75

SECTION - A

Answer any six questions. Each question carries two marks : (6x2=12)

1. a) What are business ethics ?
- b) What are ethical dilemmas ?
- c) What is utilitarianism ?
- d) What is deontology ?
- e) Mention any two employee rights.
- f) What is a code of conduct ?
- g) What is ethics training ?
- h) What is social audit ?

SECTION - B

Answer any three questions. Each question carries eight marks : (3x8=24)

2. Define CSR. Give suitable illustration.
3. Write short notes on :
 - a) Personal morality and religion
 - b) Moral reasoning. You may use suitable examples.
4. Discuss water management and minimize harvesting and its importance as a part of responsible citizenship.
5. Define whistle blowing. Should companies have policy on whistle blowing.
6. What is consumerism ? Discuss with respect to the different Acts available in India.

P.T.O.



SECTION – C

Answer any two questions.

(2×12=24)

7. Discuss the framework for ethical decision making.
8. What are renewable and non renewable resources ? Discuss the issues of resource depletion and conservation globally and also with special reference to India.
9. What is good corporate governance ? Elaborate on the role of Board of Directors regarding corporate governance. Use suitable examples.

SECTION – D

Case Study. This Section is Compulsory.

(1×15=15)

10. You are a Director of a Multi National Company based in India, with Headquarters in Sweden. You are told to develop
 - a) A code of ethics and conduct for your Co (with regard to the Indian operations).
 - b) Develop a training programme for the same for employees.
 - c) Develop a system for monitoring ethical decision making in the company.

III Semester B.B.A. (Day) Degree Examination, January 2012
(2007-08 Scheme)

MANAGEMENT

Paper – 1.2 : Business Ethics and Corporate Governance

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer any six questions. Each question carries two marks. (6x2=12)

1. a) What is the purpose of business ethics ?
- b) Business ethics and its principles in an individual decision, is the true ?
- c) What is corporate governance ?
- d) Is dumping an ethical practice ?
- e) What is job discrimination ?
- f) What do you understand by corporate culture ?
- g) What are unethical negotiations ?
- h) What is meant by relational perspective in business ethics ?

SECTION – B

Answer any three questions. Each question carries eight marks. (3x8=24)

2. Give your arguments for and against the use of ethics in business.
3. What is accountability ? Discuss the spheres of business where accountability is required and how it can be achieved ?
4. The study and implementation of cross cultural issues need to have an ethical dimension for completeness. Do you agree ? How will you manage this issue in organisations ?
5. The origin of ethics has various responses in history. Briefly discuss this concept.
6. Gender issues have to be dealt sensitively, is the story in Indian business ? Critically analyse this issue.

P.T.O.

SECTION - C

Answer any two questions. Each question carries twelve marks.

(2x12=24)

7. What are non-renewable resources? Write an analysis on such resources and their current situation in our country. Are they utilized judiciously?
8. Analyse the rights and duties of employees in an organization, with suitable examples. Examine the scenario in India regarding discrimination against employees and related issues.
9. Analyse international business and their adherence to global ethical standards and bring out a comprehensive note on the issues.

SECTION - D

10. This case study is compulsory.

10

Ashwini, a women's rights organization will perform street plays in different locations in Mumbai, along with a signature campaign. This initiative comes in the wake of the Ansool double murder related to the housing.

The Indian government has been trying to make it mandatory for companies to spend a certain percentage of their profits on CSR. Facing strong criticism the government gave up the effort in mid July and made the spending voluntary.

The social sector in India has been attracting more corporate professionals.

11. Analyse the situation in our country with regard to CSR and moral responsibilities.
12. Do we need nation wide training? Stringent and binding laws? Give your opinion and suggestions.

**II Semester M.B.A. (Day) Examination, January 2018
(2007-08 Scheme)**

Management

3.3 BUSINESS ETHICS AND CORPORATE GOVERNANCE

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer any six of the following. Each question carries two marks. **(3×6=18)**

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. **(3×6=18)**

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 ? Explain.
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 law that go against the ethics of advertising and discuss your opinion.



SECTION - C

Answer any two of the following:

(2×12=24)

1. Explain the framework for ethical decision making.
2. What are the rights and duties of employees in an organisation?
3. Describe the ethics of concerning occupational resources.

SECTION - D

Case study (Compulsory)

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

Dr. Jacqueline Verret (JV) was a scientist in the Food and Drug Administration (FDA) of America. She was working on the sugar substitute cyclamate. She found that chick embryos injected with cyclamate 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 should 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 exposure on TV 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 let her meanwhile a public outcry ensued, nor could they not let her fight on who had built up a reputation. But JV admitted that the press had unfortunately used parody language. Nevertheless, it was the moral duty of scientists to keep the public informed without creating any panic.

Questions:-

- 1) Can we see this in terms of any 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.

PG – 810

**II Semester M.B.A. (Day) Examination, February/March 2014
(2007-08 Scheme)
MANAGEMENT**

1.3 : Business Ethics and Corporate Governance

Time : 3 Hours

Max. Marks : 75

SECTION – A

(5x2=10)

1. Answer any five sub-questions. Each sub-question carries 2 marks.
- What is ethics ?
 - What is corporate governance ?
 - Define independent director.
 - Define code of ethics.
 - What is separation of ownership and management ?
 - Define ideology.
 - What is consumer policy ?
 - What is ethics audit ?

SECTION – B

(3x8=24)

Note : Answer any three of the following. Each question carries 8 marks.

- Describe the need and benefit of business ethics.
- Discuss the various ethical issues that an MNC has to address.
- Discuss the role of ethics in advertising.
- Discuss the recommendations of any one of the corporate governance reports in India.
- What are the gender issues in business ethics and corporate governance ?

SECTION – C

(2x12=24)

Note : Answer any two of the following. Each question carries 12 marks.

- Discuss the role of corporate culture and leadership in corporate governance.
- Discuss the need for organizational ethics programme.
- Discuss the importance of accounting standards in ensuring good corporate governance.

P.T.O.

II Semester M.B.A. Degree Examination, February 2016
(2007 – 08 Scheme)
MANAGEMENT
Paper – 3.2 : Business Ethics and Corporate Governance

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer any six sub-questions. Each sub-question carries two marks. (6×2 = 12)

1. a) Define ethics.
 - i) What is Teleology and Deontology?
 - ii) What is accounting standards?
 - iii) What is meant by corporate governance?
 - iv) What is the meaning of culture?
 - v) What is virtue ethics?
 - vi) What is moral philosophy?
 - vii) What is meant by the ethical suck?

SECTION – B

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

2. What is job-discrimination? Discuss this concept with regard to gender issues, rights and justice for employees.
3. What are global values? Explain with suitable examples, the ethical issues faced by a Multi National Corporation.

4. What are ethics in advertising? Using current examples of advertisement in India, explain the issue.
5. Discuss the concept and stages of evolving of cognitive moral development.
6. What is profit? Does the concept of profit go against business ethics? Explain why or why not.

SECTION - C

Answer any two questions. Each question carries twelve marks. (2x12 = 24)

7. a) Explain the origin, history and development of business ethics.
 b) What is corporate governance? How does it help in ethical decision making?
8. a) Explain an employee's rights and his obligations to his place of work.
 b) What is resource depletion? Explain how depletable resources can be conserved.
9. a) What are crisis natural, crisis religion and crisis social issues? Explain with examples.
 b) What is pollution? Explain the different types of pollution and a citizen's duties regarding pollution control.

SECTION - D

10. This Section is compulsory. (1x15 = 15)

You are a member of the Board of Directors of a Company. You are in charge of the ethics programme of the company. You are required to draw up

- 1) A code of ethics for all employees (Managerial, administrative and unskilled workers)
- 2) Craft a suitable training programme for imparting the importance of ethics in the organisation as well as the contents of the code of ethics.
- 3) Draft a system to monitor and enforce ethical standards (committees at various levels, etc.)
- 4) Write about 15 sentences in the form of an introductory speech that you will have to deliver at the inaugural function of the training programme.



SECTION C

Answer any two of the following.

(2x12=24)

- 7. Discuss the obligations and liability of an employer towards his employees.
- 8. What is a non-competit? Discuss under the doctrine of public interest and how it is applied to it?
- 9. What are deplorable conditions? Discuss in detail the factors and effects of considering them.

SECTION D

- 10. Read the following case and answer the questions given at the end of the case. (16 Marks)
- For the purpose of this case, the following facts are relevant: The defendant, a manufacturer of a certain product, had a long history of producing and selling that product. The product was sold to the public through a number of distributors. The defendant had a reputation for producing high quality products. The defendant had a long history of producing and selling that product. The defendant had a long history of producing and selling that product.*
- (a) Discuss the defendant's liability as a manufacturer.
 - (b) Discuss the defendant's liability as a distributor.
 - (c) Discuss the defendant's liability as a retailer.