



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. (2×6=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 : (3×8=24)

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

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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. Discuss 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 Atmakuru 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 Sanjiv 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 Perumatti 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 fertiliser, gives 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 fertiliser. 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.

Sunil 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 fertiliser 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 Organization's meeting in Cancun, Mexico the charity says this kind of abuse must be controlled. The report says Perumatti 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, Kozhikode, 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 liters 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 ?



PG – 671

**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 those 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 those 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 gains 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.
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**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 : **(6×2=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 : **(3×8=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 rainwater 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 M.B.A. (Day) Degree Examination, January 2012  
(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.

(6×2=12)

1. a) What is the purpose of business ethics ?
- b) Business ethics and its principles is an individual decision. Is this 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 depletable resources ?
- h) What is meant by relationist perspective in business ethics ?

SECTION – B

Answer **any three** questions. **Each** question carries **eight** marks.

(8×3=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 organizations ?
5. The origin of ethics has various responses in history. Briefly discuss this concept.
6. Gender issues have to be dealt sensitively. Is this done in Indian business ? Critically analyse this issue.

P.T.O.



## SECTION - C

Answer **any two** questions. Each question carries **twelve** marks. (2×12=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 Indian ethical standards and bring out a comprehensive note on the issues.

## SECTION - D

10. This case study is **compulsory**.

15

Akshara, a women's rights organization will perform street plays at different locations in Mumbai, along with a signature campaign. This initiative comes in the wake of the Amboli double murders related to the teasing.

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.

- 1) Analyse the situation in our country with regard to CSR and moral responsibilities.
- 2) Do we need nation wide training ? Stronger and binding laws ? Give your opinion and suggestions.



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.



PG – 810

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

MANAGEMENT

3.2 : Business Ethics and Corporate Governance

Time : 3 Hours

Max. Marks : 75

SECTION – A

(6×2=12)

1. Answer **any six** 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 teleology.
  - What is consumer privacy ?
  - What is ethics audit ?

SECTION – B

(3×8=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

(2×12=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.



PG – 1128

**III 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 : 75

**SECTION – A**

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

1. a) Define ethics.
- b) What is Teleology and Deontology ?
- c) What are accounting standards
- d) What is meant by corporate governance ?
- e) What is the meaning of culture ?
- f) What is virtue ethics ?
- g) What is moral philosophy ?
- h) What is meant by the ethics audit ?

**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.

P.T.O.



4. What are ethics in advertising ? Using current examples of advertisements in India, explain this 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 cross cultural, cross religion and cross racial 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) Draft 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.



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 ?

P.T.O.



## 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 ?