

Subjt Code: R16MBA403

MBA - IV Semester Regular Examinations, April-2018.
BUSINESS ETHICS AND VALUES

Time: 3 hours

Max Marks: 60

Question Paper Consists of **Part-A** and **Part-B**.

Answering the question in **Part-A** is Compulsory & Four Questions should be answered from Part-B

All questions carry equal marks of 12.

PART-A (CASE STUDY)

1 X 12 = 12

1. On January 08, 2009, M. Rammohan Rao ,resigned as the Dean of the Indian School of Business (ISB) .The resignation followed the announcement of the previous day by B.Ramalinga Raju ,Founder and Chairmen of India's fourth largest IT Services company, Satyam Computer services Limited ,that the company had been inflating the revenue and profit figures for past several years. In his resignation letter ,Rao who has recently resigned as independent director on the satyam board ,said , "Unfortunately ,yesterday's shocking revelations (by raju) , of which I had absolutely no prior knowledge, mean that we are far from seeing the end of the controversy surrounding Satyam Computers. My continued concern and pre occupation with the evolving situation are impacting my role as dean of ISB at a critical time for the school. On December 30th 2008 Rao, resigned from the board of satyam. with him two other independent directors, Vinod Dham, inventor of the Pentium chip and Krishna Palep , Professor at the Harvard Business School also submitted their resignations to the board of the company. Another independent director, Mangalam Srinivasan had resigned from the satyam board a few days earlier, on December 25th 2008 the resignations of these directors were the result of an aborted deal by satyam to acquire two companies run by Raju's Son's, Maytas Properties Pvt.Ltd and Maytas Infrastructure Limited for US\$1.6 billion.

Questions: a) What is the state of business ethics involved in this case?

b) Do you think that the organization followed sound corporate governance principles? Give reasons.

PART-B

4X 12 = 48

2. (a) what is business ethics? Distinguish between personal ethics and business ethics?
(b) define value? What are the major sources of your values?
3. (a) explain the salient features of any two theories of business ethics?
(b) identify ethical aspects in Neerav Modi- Punjab National Bank case?
4. (a) what is collegiality? Explain the techniques for achieving collegiality?
(b) Define profession? What are its characteristics?
5. (a) what is the importance of Ethics in product safety?
(b) Explain the ethical factors to be followed in advertising?
6. (a) write an essay on whistle blowing? Explain its purpose and importance?
(b) What are the reasons for unethical practices among Indian companies?
7. (a) discuss the major ethical issues involved in environmental pollution?
(b) Critically compare business ethics of India with any one of its neighbouring countries?