Code: 17E00301

MBA III Semester Supplementary Examinations May 2019

BUSINESS ETHICS & CORPORATE GOVERNANCE

(For students admitted in 2017 only)

Time: 3 hours Max. Marks: 60

All questions carry equal marks

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SECTION – A

Answer the following: (05 X 10 = 50 Marks)

1 What is the importance of business ethics and corporate ethics?

OR

2 Explain the unethical practices and ethical dilemma of a business company in establishing mining ore factory at domestic premises.

3 What are marketing ethics and consumer ethics and critically evaluate the differences between them?

OR

4 What are the issues of ethics at work place in a MNC company? Explain.

5 Explain the ethical issues in information technology.

OR

6 Briefly explain about the cybercrime and how to overcome the cybercrime issues.

7 Write the theories and philosophies of corporate governance.

OR

8 How the theories and philosophies help in for smooth running of corporate governance?

9 What is corporate social responsibility (CSR) and what are the activities taking by the TATA group and ONGC as part of CSR?

OR

10 Explain the corporate governance structures briefly.

SECTION – B

(Compulsory question, 01 X 10 = 10 Marks)

11 **Case study:**

Mr. Naren is the environmental compliance manager for a small plastics manufacturing company. He is currently faced with the decision whether or not to spend money on new technology that will reduce the level of a particular toxin in the wastewater that flows out the back of the factory and into a lake. Recently, a scientist from university has quoted in news paper about that toxin.

The factory's emission levels are already within legal limits. However, he knows that environmental regulations for this particular toxin are lagging behind scientific evidence. In fact, a scientist from the university had been quoted in the newspaper recently, saying that if emission levels stayed at this level, the fish in the lakes and rivers in the area might soon have to be declared unsafe for human consumption.

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Further, if companies in the region don't engage in some self-regulation on this issue, there is reason to fear that the government - backed by public opinion - may force companies to begin using the new technology and may also begin requiring monthly emission level reports (Which would be both expensive and time consuming).

But the company's environmental compliance budget is tight. Asking for this new technology to be installed would put Jonica's department over-budget and could jeopardize the company's ability to show a profit this year.

Questions:

(a) What motives would the company have to install the new technology?

(b) What motives would the company have to *delay* installing the new technology?

(c) Why might the companies in this region *prefer* for the government to impose new regulations?

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