Code: 14E00301

MBA III Semester Supplementary Examinations July 2016

BUSINESS ETHICS & CORPORATE GOVERNANCE

(For students admitted in 2014 only)

Time: 3 hours Max. Marks: 60

All questions carry equal marks

*****

SECTION – A

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

1 Define code of ethics. How does it play a vital role in present organization? What are the responsibilities of ethical management?

OR

2 What are the various principles and approaches in Indian Ethos in management?

3 What is difference between marketing ethics and consumer ethics? Explain with example.

OR

4 Explain role and importance of ethics in selection.

5 No business can exist without ethics. Briefly express your view points.

OR

6 What is meant by intellectual property rights? Explain role of ethics in it.

7 What is meant by corporate governance? Explain its theories.

OR

8 What is purpose of corporate governance? What do you mean by clause 49 in corporate governance?

9 Define director. How many types of directors are present in a company? Explain their duties and responsibilities?

OR

10 What is corporate social responsibility? Explain its role in environment and social development.

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 with legal limits. However, he knows that environment 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.

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?

*****