

University of Mumbai
Jamnalal Bajaj Institute of Management Studies
MIM/MHRDM/MFM/MMM-Third Year (Second Semester)

Subject: - Business Ethics

Date: - 17th April, 2010.

(100 marks)

3 hours

Question (1) is compulsory. Out of the balance seven questions answer any four.
All questions carry equal marks.

1. Read the following case:
You are the manager of Food Plaza, a busy city centre restaurant catering mainly to local office workers at lunchtime and professionals in the evening. You are proud of your reputation for good food and service. Most of your staff has been with you since you opened three years ago – unusual in an industry characterised by casual labour and high turnover. You consider this to be a key factor in your consistency and success. Now your head chef has come to you and told you in confidence that she is HIV positive. She is very distressed and you want to reassure her. However you are troubled about her continuing working in the kitchens and concerned about what this news could have on the other staff, or even on your customers should they find out about her situation.
 - (a) Set out the main ethical considerations emerging from different ethical theories.
 - (b) What would you do in this situation and why?
2. You have been invited to make a presentation to the Rotary Club on “An introduction to business ethics”. Give an outline of your speech.
3. What are your views on the following questions:
 - (a) Do bureaucracies with emphasis on rules cause employees to lose their individual morality?
 - (b) Can corporations, like employees, be held morally responsible for their actions?
 - (c) Are all well known business leaders ethical leaders as well?
 - (d) Are employers responsible for ensuring that their employees have an appropriate work life balance?
4. Define corporate governance. What are the main ethical problems that arise in the area of corporate governance?

5. Corporations should avoid treating their customers in an unethical manner. What are important ethical issues with regard to the following businesses?
- (a) Mobile phone companies.
 - (b) Holiday companies
 - (c) Insurance companies
- How can they be resolved?
6. In the last few years there have been significant quality product failures from reputed companies resulting in mass recalls of these products from the market. Some examples are faulty fuel tanks (Maruti), Nokia batteries, SANLU milk scandal (China). What steps should companies take to handle such crisis situations effectively?
7. Analyse Milton Friedman's views on Corporate Social Responsibility and state whether you agree with them. Give reasons.
8. Write short notes on any two:
- (a) Dharma
 - (b) Cultural relativism
 - (c) Sexual harassment
 - (d) Gandhian concept of trusteeship.