

JAMNALAL BAJAJ INSTITUTE OF MANAGEMENT STUDIES
UNIVERSITY OF MUMBAI
MFM/MMM/MHRDM/MIM III **SEMESTER II**
Business Ethics
23rd April 2011

Duration 3 hrs

M. marks 100

Note: Answer any 5 questions out of 9. All questions carry 20 marks each.

1. Ought abortion to be a private matter and not a matter of law? Discuss.
2. "Gandhian Trusteeship can co-exist with capitalism and individual rights". Debate this statement in the context of Gandhian Trusteeship concept and 'business for profit alone' arguments.
3. (a) "Morality in Advertising is the basic need of any modern society." Critically examine this statement from today's advertising world.
3. (b) "Values create character, and character makes the nation". Given the background of this statement, state what are the values that you will bring in to the organization?
4. Why good managers make bad ethical choices in their decisions? Critically examine this statement, and the ethical dilemmas a Manager faces in today's business situations. Give examples.
5. What are the ethical issues a consumer experiences? Answer with examples, selecting products offered by Companies in any 2 of the following sectors/industries.

a. Real Estate	b. Insurance	c. Packaged Food	d. Hospitals
e. Soft drinks		f. Personal Hygiene & Cosmetics	

6. Write Short Notes on any 2 of the following:

a. Role of Independent directors	b. Whistle Blowing	c. Euthanasia	d. Utilitarianism
e. Audit Committee	f. Karma & theory of Runas	g. Social Audit	

7. The following headlines have brought in varied perspectives of ethics & morality in current societal and business values. Present your thoughts (on any two) on the ethical issues of such incidents, interspersing your answers with interpretation of your learning & understanding of various ethical theories.

(a) Wikileaks revelations on "Cash for Votes"
(b) Rajat Gupta suspended by Goldman Sach - "Insider Trading Row"
(c) DGCA official and another two arrested - "Fake Airline Pilots"
(d) Joseph Leyfeld's new book on Mahatma Gandhi banned by Gujarat Government
(e) "New Lavasa City" raises ethical issues
(f) Anna Hazare fasts - fight against corruption

8. (a) Define Corporate Governance (b) Describe briefly any 3 key recommendations which were made to SEBI by K. M. Birla Committee on Corporate Governance which were subsequently adopted by both SEBI and the Department of Company Affairs and made mandatory for all listed companies in India; (c)

9. Attempt ANY TWO

- a. What should be the key elements in a "Code of Ethics" for a company?
- b. Present "Triple Bottom Line" of sustainability as a potential goal for Business Ethics.
- c. Describe Corporate Reputation as you understand it.