

JAMNALAL BAJAJ INSTITUTE OF MANAGEMENT STUDIES

MMM/ MHRDM/ MFM/ MIM
SUBJECT-BUSINESS ETHICS

Date: 29th April 2013

Duration 2 hours

Total Marks 60

Instructions:

- (1) Question No. 1 is compulsory of 20 marks
- (2) Answer any FOUR questions from Q. No. 2 to Q. No. 7.
- (3) All questions Except Question 1 carry 10 marks each.
- (4) Use a fresh page for answering a new question.
- (5) Right Illustrations shall be awarded with appropriate marks.

Q. 1. Analyse following Cases. (Attempt any two)

- A. Hindustan Unilever advertise their fairness cream "Fair & Lovely" by claiming that its regular use makes the skin fair and lovely. Is this an exploitation of the weakness Indians have for being fair skinned? Is the ad ethical?
- ✓ B. Dinesh is a Chartered Accountant in an Accountancy firm whose job was to look after taxation matters. He had acquired a good reputation among the firm's clients because of his knowledge and hard work. He started receiving requests to handle tax matters of persons who were not clients, outside his office hours. Would it be ethical for him to do so?
- C. Gita Garment Exports had a flourishing business exporting garments to the U.S.A. Suddenly the U.S. administration banned the imports because they found that the garments made of synthetic material could, over a long period of usage, cause dermatitis, a skin disease. Faced this with debacle, Gita Exports found that some African countries were interested in importing this product. Should they inform the prospective buyers about the risk of dermatitis or not?
- ✓ D. Supreme Court disallows Novartis "Patent Claim on cancer drug Glivec"

Q2. Answer briefly on any TWO of the following with sound justification.

- (a) Ladies in short dresses invite maleficent attention.
- (b) It is becoming rarer today to find any Corporate with having a clean public image.
- ✓ (c) Laws are the best way of reducing unethical behavior
- ✓ (d) Why do Managers in well reputed Companies take unethical decisions? Give examples.

Q3. Could you draw up a Code of Ethics for MARKETING / SALES OR HR in the performance of their respective responsibilities?

Q4. What are the major attributes of creating an effective Board? What new suggestions are put forward to improve its effectiveness? Highlight recent changes suggested in The Company Act Bill recently.