

Jagan Institute of Management Studies
End-Term Examination, December 2017 – January 2018
Trimester V – PGDM (IB) 2016-18

Business Ethics & Corporate Governance
ET_IB_BECCG_2712

Time: 3 Hrs.

M. Marks: 70

INSTRUCTIONS: Attempt any FIVE questions including Q7 which is compulsory.

- Q 1** India's political parties as well as corporate entities in general seemingly lack good governance and ability to put up reasonably well governance etiquette. What according to you is good corporate governance and how do firms and enterprises exhibit exceptionally well governance standards? Who are the parties to business that can play a role in corporate governance? Highlight the issue and its concept with respect to Indian context. **13**
- Q 2** a) Do you think successful business persons can't be ethical all the time? What according to you it takes to run an organization with ethics and morality?
b) Discuss few initiatives adopted by corporates like Reliance, Unilever, Samsung, etc. in India as a part of their CSR endeavors. **13**
- Q 3** Green Marketing is the new concept in for the past few years and marketers are leaving no chance to utilize the concept as a marketing tool rather than an effort to protect the environment. What benefits do you think Green Marketing campaigns reap for the company publicizing it and for the society/customers using such products? Give example of any brand following green marketing initiative and its effect on the society. **13**
- Q 4** You are working as a manager in a glass manufacturing company for the past few years. It has come to your notice that the finance controller of the organization is manipulating the books of accounts and is presenting a false picture of the financial resources to the management. You are convinced that the accounts books are tampered with and data is fudged to benefit personal interests. As a responsible and loyal employee of the company you want to escalate this matter to the higher authorities, but you realized that the senior managers and your reporting boss is also a part of this corruption. You have a choice to either become

a part of their team and keep quiet or play a role of a whistle blower and unlid this whole game to the concerned authorities, but remember by doing so you also risk your job and career.

What would you do in this case and what would be your course of action. Explain the concept of whistle blower? **13**

Q 5 Write briefly on any **THREE** of the following:

- a) ASCI role and functions in advertising world.
- b) Deceptive Pricing.
- c) Insider Trading.
- d) Philanthropy and its impact on society.

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Q 6 Sales and marketing in India exhibits a different perspective altogether and as most sales people say being ethical always won't suffice the purpose. Present your views on the context highlighted. Discuss how ethics is important in selling and marketing the products and services in the market. What are unfair trade practices in marketing and research? Support your answer with examples. **13**

Q 7 What professional ethics should be observed and practiced in a business environment by the following stakeholders:

- a) Employees.
- b) Management.
- c) Suppliers & Vendors.
- d) Investors.
- e) Customers.

How do you think an organization is linked to the people who are not the users of their products and what obligation and responsibilities need to be fulfilled by the organization for them? **18**
