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Total number of printed pages – 3

MBA
MBA 401

Fourth Semester Regular Examination – 2014
BUSINESS ETHICS AND CORPORATE GOVERNANCE

BRANCH : MBA

QUESTION CODE : F 430

Full Marks – 70

Time : 3 Hours

Answer Question No. 1 & 2 which are compulsory and any **four** from the rest.
The figures in the right-hand margin indicate marks.

1. Answer the following questions :

2×10

- (a) What is the objective of Ethics ?
- (b) What is the nature of Ethics ?
- (c) What is the source of Ethics ?
- (d) What is the ethical responsibility ?
- (e) What is insider trading ?
- (f) State two unethical practices in HR.
- (g) Define Corporate Governance.
- (h) Who is an Independent Director ?
- (i) What is Agency Theory ?
- (j) What are the two main problems in Corporate Governance ?

P.T.O.

2. CASE STUDY :

10

Karuna is running a small grocery store in his village Rampur. He is happy with his meagre income. He believes in simple living and high thinking. He is humble and pious. He is God-fearing, compassionate and extends help to the needy in spite of his poor economic status. On a rainy day Satyakam a poor man selling tribal herbs, enters his shop, running very high temperature. Karuna on seeing the poor nomadic vendor's plight provides him medicines, food and shelter. He asks Satyakam to stay in his modest but till he recovers from the illness. Satyakam accepts the hospitality and upon recovery take leave of Karuna thanking him profusely for the help extended to him. While leaving, Satyakam, leaves behind a packet containing several precious jewels, unknown to Karuna.

Karuna after the departure of Satyakam discovers the treasure keeps it safely hoping Satyakam shall return to take back his wealth, which he has left behind by mistake. After a long wait, and ceaseless persuasion by his wife he sells the precious jewels with much reluctance. With the proceeds, he buys few comforts for his family and expands his small grocery store. His economic status suddenly goes up in the village.

Suddenly one fine morning Satyakam appears in his house, hoping to receive the small degree of hospitality as in his previous visit. However Karuna's cold reception and inattentive attitude towards him gives Satyakam the shock of his life.

Stunned by the hostile behavior of Karuna, Satyakam decides to leave immediately. As Satyakam bids goodbye to Karuna, Karuna asks him if he had left anything behind during his previous visit! Satyakam replies "I don't know. God knows everything."

- (a) What is your opinion about Karuna ?
- (b) Morality, Guilt and Greed are the three characters. Discuss them briefly.
- (c) Why did Karuna did not have the courage to disclose the truth to Satyakam ?
- (d) What is the role of Satyakam ?

3. Discuss the factors influencing business ethics. 10
4. Discuss the ethical issues in marketing and advertising of beauty embracing products. What are remedies available to test the efficiency of such advertisements ? 10
5. "Women exertives have broken the glass ceiling". "Women have occupied boardroom in several listed blue chips companies". Examine the issues travails and rise of women power in workplace ? 10
6. Discuss the issues, conflicts and problems of Corporate Governance in the telecom industry. 10
7. What is Whistle-Blowing ? What are the issues involved in it ? Does it require Legal sanction ? What is the government role in Whistle-Blowing ? 10
8. Discuss the role, importance, function and limitations of Independent Director. 10

