

Total No. of Pages : 2

Register Number :

**7077**

Name of the Candidate :

**M.B.A. DEGREE EXAMINATION DECEMBER 2013.**

**(SHIPPING AND PORT MANAGEMENT)**

**(FIRST YEAR)**

**120 — BUSINESS ETHICS**

Time : Three hours

Maximum : 75 marks

**SECTION A**

**Answer any FIVE questions.**

**(5 × 3 = 15)**

1. 'Business Ethics creates value to Business' – Justify.
2. What do you mean by 'customary morality'?
3. State reasons as why CSR is necessary for corporate to undertake?
4. Describe Work Ethics'.
5. Bring out the fundamental advantages of using technology to ensure ethics in business?
6. Describe Ethical Audit'. Give example.
7. Define 'Social Audit' in Indian context.
8. Differentiate 'Instrumental Values' and 'Terminal Values'.

**SECTION B**

**Answer any THREE questions.**

**(3 × 10 = 30)**

9. Classify various theories of Distributive Justice' and illustrate one of it with adequate illustrations?
10. Differentiate 'criticism on egoism' and 'criticism on utilitarianism' and narrate their relevance to business?
11. Draw illustrations to elaborate on the 'Gandhian Philosophy of Wealth Management'.
12. Examine the Indian Ethos of Management with proper examples.
13. Elucidate the framework of 'Intellectual Property Rights'. Illustrate its importance in business.

**SECTION C****Answer any ONE question.****(1 × 15 = 15)**

14. 'Ethical formalization is a process of standardization of its features to enable the application and evaluation of ethics at various functions of a business'. Draw a clear sketch to distinguish the prima facie principles adopted in formulating ethics. Give illustrations.
15. Examine the arguments that are in favour and against social responsibilities of a business. Bring out a clear illustration with proper examples.
16. Critically evaluate the principles of ethical leadership in corporate governance in the Indian context, Suggest measures to encourage ethical conduct of business firms.

**SECTION D****(Compulsory)****(1 × 15 = 15)**

17. "Unethical advertising and marketing practices of many FMCG companies today are the reasons for serious debates across the country to bring in stronger regulations to contain them" - Comment and discuss the need for ethical business. Illustrate with examples.
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