

MBA (FT/PT) First Semester University End Semester Examination-December, 2022
21-371-0107/21-372-0105/20-371-0107: Indian Ethos and Business Ethics
(Regular and Supplementary)

Time: 3 Hours

Max. Marks: 50

Course Outcomes: On completion of the course, the student will be able to:-

CO1	Ability to recall the Fundamentals of Indian Ethos in relating them to Business Ethics. The students will be able to reinforce the Indian values and culture in ethical dilemmas in business. The expected outcome is to develop skills to relate Indian Ethos in making ethical decisions in the business context.
CO2	Enable the MBA students to understand comprehensively to internalize the concepts delivered at the remembrance level to make them cognitively fit for application in real life situations. They should be able to identify the options available to take moral decisions in business situations.
CO3	Once the student has understood the options available to approach moral dilemma situations, he/she should be able to apply the options to resolve those dilemmas. Cases, games and situations will be given to guide them the process of ethical decision making.
CO4	Imparting skills to critically analyse the ethical dilemmas in business using inputs from Indian values and culture. Also, the students will be exposed to the ethical decision making in Western Culture Vs. Indian Culture. A mini field project will be given to the students to understand how the ethical decision makings are done in real life situations, especially in an Indianised way to understand the peculiarities of ethical issues in Indian context.
CO5	Evaluating the usefulness of the course from the skill sets developed and practical relevance. The students must feel that Business Ethics training is a real need and not just rhetoric. A student must feel that the course made him/her to be an autonomous manager in responding to the ethical dilemmas they face in day to day business affairs. A pre and Post-training evaluation can be done. This will be the real validation of this course.
CO6	Generating new ideas and solutions for business ethics problems, mainly in Indian context. The students, based on the moral cognitive skills which they have acquired through this course, can experiment a new ethical self in them. Equipping the students to see the Business Ethics with a Corporate Strategic Dimension for the survival of the Corporate.

BL – Bloom’s Taxonomy :(L1- Remember, L2 - Understand, L3 – Apply, L4-Analyse, L5-Evaluate, L6-Create)

PART-A*(Answer ALL questions. Each question carries 2 marks)*

Q. No.	Question	Marks	BL	CO	PO
1	Write a short note on the relevance of Indian work ethos even in the contemporary corporate world.	2	2	2	5,12
2	Differentiate teleology and deontology.	2	2	2,5	5,12
3	Evaluate CSR as business ethics model	2	5	2,12	2,6
4	Outline the challenges in modern corporate governance	2	2	3	4,7
5	Justify the need for conducting ethics audit in companies	2	5	4,5	4,9

(5X2=10 marks)

PART-B

(Answer ANY FIVE Questions. Each question carries 4 marks)

Q No.	Question	Marks	BL	CO	PO
6	Compare the Indian culture with that of the Western culture from the corporate point of view.	4	4	2,5	5,12
7	Throw a debate for and against the need for business ethics. Give your verdict.	4	3	1,2,3,4	1,2,3,4
8	Critically evaluate the need for robotic/AI/Machine Learning ethics	4	5	1,2,3,4	1,2, 3,4
9	Discuss the role of ethics training in reinforcing ethical behaviors of employees.	4	6	3,5,6	6,9
10	Interpret the new technological trends from business ethics points of view	4	5	3,5,6	6,9
11	Explain, according to your justification, the most important stage of the ethical decision-making process.	4	5	4,5	4,9
12	It has been observed that there are a lot of unethical and unfair practices in marketing communications. In this context, propose your suggestions and strategies to mitigate these issues.	4	6	2,4,6	1,2

(5X4 = 20 marks)

PART-C

(Answer ANY TWO questions. Each question carries 10 marks)

Q No.	Question	Marks	BL	CO	PO
13	Adapt the principles from a Scripture/Epic/Story of your choice to handle ethical issues and compliances in business organizations.	10	6	3,5,6	6,9
14	Explain the relevance of Lawrence Kohlberg Moral Cognitive Development Theory with an ethical dilemma of your choice (real or hypothetical).	10	5	1,2	9,10,12

15	<p>Many countries, including India, are struggling on how to handle fake reviews on e-commerce platforms. Many unfair trade practices and violation of consumer rights are taking place on e-commerce platforms with regard to online product reviews. Assume that as of now, there is no prescribed standards for such reviews. Having a framework for the standards will be useful to safeguard and protect consumer interest from fake and deceptive reviews on e-commerce platforms.</p> <p>Assume that you, as a Marketing Consultant, have been asked by the Bureau of Indian Standards (BIS) to prepare a model framework of standards for publishing the online reviews by the platform business organizations. The framework of standards can cover aspects like integrity, accuracy, privacy, security, transparency, accessibility and responsiveness. It can also prescribe specific responsibilities for the review author and the review administrator. The model framework that you prepare must be beneficial to all the stakeholders in the e-commerce ecosystem which include consumers, e-commerce platforms, sellers, fulfillment agents, etc. The ultimate purpose of the framework of standards is to usher in confidence among consumers to purchase goods online and help them take better purchase decisions.</p> <p>So, keeping the above in mind, prepare a model framework of standards requested by the BIS, which, in turn will buttress the same and pass it on to the Union Ministry of Consumer Affairs for potential adoption.</p>	10	6	3,5,6	6,9
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(2x10 = 20 marks)
