

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA-SEMESTER-I-EXAMINATION-WINTER-2024

Subject Code: 4519205

Date: 17/01/2025

Subject Name: Business Ethics & Corporate Governance

Time: 10:30 AM TO 01:30 PM

Total Marks: 70

Instructions:

- 1. Attempt all questions.**
- 2. Make suitable assumptions wherever necessary.**
- 3. Figures to the right indicate full marks.**
- 4. Use of simple calculators and non-programmable scientific calculators are permitted.**

Q: 1 Explain following terms.

14

- (A) Nature of ethics
- (B) "Altruism" moral theory of ethics
- (C) Concept of morality
- (D) Amoral management
- (E) Creative accounting
- (F) Influence of leadership on ethics
- (G) Concept of corporate governance

Q: 2

(A) Briefly discuss importance of ethics.

07

(B) Which are the factors that influence business ethics? Give two suitable examples.

07

OR

(B) In your opinion how morality & ethics can be differentiated? Discuss with two suitable examples.

07

Q: 3

(A) What is the meaning of 'non-Consequentialist' ethical theory? Explain 'duty-based ethics' and 'rights-based ethics'.

07

(B) What is the meaning of secular business values? What is the Indian context of secularism?

07

OR

Q: 3

(A) Briefly discuss sources of managerial ethical dilemmas.

07

(B) What could be the possible approaches a manager can take to resolve different ethical problems he / she faces in daily work life?

07

Q: 4

(A) What are the key elements in creative accounting? Which strategies are resorted to for creative accounting?

07

(B) Comment on importance of corporate governance for Indian industries. Critically examine the benefits of Sarbanes Oxley Act.

07

OR

Q: 4

- (A) What are the rights & responsibilities of shareholders of a publicly listed company in India? **07**
- (B) What is corporate social responsibility? Discuss Indian scenario of CSR with suitable examples. **07**

Q: 5 Read the following case & answer the questions.

CASE STUDY: Umbrella or Ethics?

After completing MBA from one of the self-financed institutions affiliated to a State University, Rushikesh joined a mid-tier FMCG company in Marketing. His job profile was enhancing sales from the existing retailers & expanding the sales network by appointing new retailers & identifying potential dealers. As part of his daily routine, he was required to move extensively in his territory.

One day in the season of monsoon, he was travelling for his work. It started raining. So he bought an umbrella. On submission of tour expenses to the accounts department of the company, he added Rs. 100/- towards the expenses of the umbrella he bought. The accounts people did not approve the charges of the umbrella, Rushikesh raised for his purchase of the umbrella while en-tour for the sales calls.

During the week that followed, Rushikesh was again on another sales call. Suddenly it started raining. Rushikesh forgot to bring the umbrella, so he bought umbrella from a store on his way. On submission of expenses to the company accounts, this time the Rs. 100/- charges towards umbrella purchase was missing but Rushikesh's local travelling bill was higher by Rs. 100/-. Accounts people approved it. Rushikesh got full reimbursement including the money he spent on buying his umbrella.

- (A) Do you think Rushikesh's behavior is ethical or unethical? Why? **07**
- (B) What other options did Rushikesh have? **07**

OR

- (A) How Rushikesh can take ethically correct decision in this situation? **07**
- (B) How Rushikesh's ethical perspectives can be detrimental or beneficial to him when he grows into senior management position? **07**
