

MBA DEGREE EXAMINATIONS: JULY 2013

First Semester

MASTER OF BUSINESS ADMINISTRATION

MBA620: Corporate Ethics And Social Responsibility

Time: Three Hours

Maximum Marks: 100

Case Study:-

PART A (1 x 20 = 20 Marks)

1. The case examines the data privacy controversies related to Facebook.com (Facebook), the social networking website, operated by the US based Facebook Inc. Launched in 2004, as a social networking website for the students of Harvard University, Facebook went on to become the largest social networking website in terms of number of users. However, since the year 2006, different features and applications offered on Facebook led to data privacy controversies. In September 2006, the introduction of News Feed and Mini Feed on Facebook attracted criticism from the members. With increasing protest from members of Facebook against News Feed and Mini feed, Zuckerberg issued a letter of apology.

Again in 2007, the launch of a 'public facing search function', and Beacon, a new advertising system, were in the midst of controversy. In February 2009, when Facebook Inc. revised the website's privacy policy, members of Facebook protested and made the company announce a proposed "Statement of Rights and Responsibilities" or "Terms and Service" for governing Facebook. Facebook Inc. handled these controversies carefully and continued adding new features on the website. In March 2009, Facebook Inc. launched redesigned home page of Facebook. However, some industry experts still expressed concerns about users' privacy. The case details how Facebook emerged as the largest social networking website in terms of number of users. It also discusses different privacy related controversies associated with Facebook. It ends with the challenges that Facebook may face in the near future.

Discuss

- » Examine the growth strategies of Facebook over the years.
- » Study different features of Facebook that attracted criticism.
- » Understand the concerns of privacy advocates while using social networking websites.
- » Analyze the challenges that Facebook may face in the near future.

Answer all the Questions:-

PART B (10 x 2 = 20 Marks)

2. State the significance of Ethics.
3. What is meant by ethical relativism
4. What are the basic components of Business Ethics
5. What is ethical Dilemma?
6. Define CSR
7. How CSR can be leveraged?
8. How to identify the Stakeholder's expectation?
9. What is meant by Indicators?
10. List the important tools for effective compliance
11. Differentiate corporate Governance and CSR

PART C (4 x 15 = 60 Marks)

12. a) Explain the different ethical theories and approaches to understand corporate Ethics
(OR)
b) "Ethics deals with Human Being only"-Do you agree with this Statement. Elucidate your answer.
13. a) Explain in detail the ethics to be followed in Finance and Human Resource with suitable examples
(OR)
b) Elucidate the Moral and Economic arguments for CSR with suitable examples.
14. a) Explain issues of CSR and list the remedies to overcome the same.
(OR)
b) Brief Evaluation of Stakeholders expectations and their impact in organization.
15. a) Explain the structural and operational frame work of compliance Management
(OR)
b) Elucidate the Process and Role of employees in establishing effective Compliance Management System
