



MBA DEGREE EXAMINATIONS: JUNE 2015

(Regulation 2012)

First Semester

MASTER OF BUSINESS ADMINISTRATION

MBA620: Corporate Ethics and Social Responsibility

Time: Three Hours

Maximum Marks: 100

PART A (1 x 20 = 20 Marks)

Case Study:-

1. Ramanujan Shastri, secretary in the ministry of defence, is a respected and admired bureaucrat. Defense minister trusts Ramanujan and has given him a free hand in the ministry. Ramanujan, who is at the fag end of his career, recently lost his elder son and wife in an accident and ever since , he has kept a low profile and has grown more fond of his other son who now just finished his graduation from an ordinary institution in the capital. In a deal involving direct government to government contract with a major arms supplier, Ramanujan is tasked with speeding up the contract agreement and finalize the deal. The manufacturer, who will benefit immensely if the process is expedited, on many occasions has personally contacted Ramanujan and expressed his frustration in the slow movement of files in the ministry.

Ramanujan's younger son wants to study in a world's most reputed university for which he needs a lot of money and good references. Son has his father's complete support and he himself is contemplating the idea of moving out with his son to a new place, but money is the constraint. The person from the company who is in touch with Ramanujan comes to know about this and in one of his meetings with Ramanujan, assures to look after his son's entire higher education costs — from admission to placement to a well paying job — provided he speeds up the finalization of the deal.

Because of unexpected political circumstances, the defence minister now wants to scrap the deal. From his experience, Ramanujan senses that the present controversy is temporary and feels that somehow the deal will be inked later. Ramanujan who has few months of service left with him is in a dilemma.

Questions

1. Discuss the ethical dilemma situation in the above case.
2. Explain the course of action that has to be taken by Ramanujan in this situation.

PART B (10 x 2 = 20 Marks)

Answer all the Questions

2. Define Corporate Ethics.
3. List any four stakeholders to which businesses are socially responsible.
4. What are the Barriers to Corporate social responsibility?
5. What is Professional Ethics?
6. Write on any two roles of the general public in supporting CSR.
7. List any two reasons why businesses should be socially responsible.
8. Who is a Whistle blower? What are the issues associated with whistle blowing?
9. What are the benefits of Indicators?
10. List down few tools for effective compliance.
11. What is Triple bottom line approach?

PART C (4 x 15 = 60 Marks)

12. a) “Ethical decisions differ with the value system and the moral standards of others. Hence ethical decisions do not have universal acceptance”. Discuss the statement with examples

(OR)

- b) Explain Professional Ethics for functional managers in detail with suitable examples.

13. a) What are the various stakeholders’ expectations from a corporate? Justify whether these are fulfilled or not.

(OR)

- b) Discuss ethical issues in Marketing, Finance, HR and Information Technology with suitable examples

14. a) Discuss CSR and social, labour issues and governance issues with suitable examples.

(OR)

- b) Explain the development of Strategic CSR model and implementation of CSR.

15. a) (i) What are Ethical Principles in business? How can ethics be used as a strategic management tool? (7)
- (ii) Comment on an ethical model followed by a national or an international company. (8)

(OR)

- b) Explain the different tools for an effective compliance management system and explain the role of employees in it.
