



Register Number:.....

**MBA DEGREE EXAMINATIONS: JAN 2015**

(Regulation 2012)

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. This case examines ethical criticisms of the US fast food giant McDonald's, and explores demands for the company to extend their vigorous efforts to restore their dented credibility in Europe, to markets in Asia. The case focuses on the problems of obesity and unhealthy eating that have confronted the company, which are presented in the context of the broader critique of the chain. These issues cover many of the key concepts around ethics, globalization, and sustainability. It offers a chance to explore the company's actions in Europe and to reflect on their broader application.

Discuss

- a) Set out the main criticisms that have been levelled at McDonald's in Europe. To what extent are these criticisms likely to be replicated in Asia? What differences can be predicted?
- b) How could McDonald's seek to avoid further criticism in the future? Can the company realistically present itself as an ethical corporation?
- c) How sustainable is the fast food industry from the point of view of the triple bottom line?

**Answer all the Questions:-**

**PART B (10 x 2 = 20 Marks)**

2. Define Ethics.
3. What are the components of Business ethics?

4. Differentiate between Ethical relativism and absolutism.
5. State any four stakeholders to which businesses are socially responsible
6. Define CSR.
7. Differentiate Moral, Values and Ethics?
8. How to identify the Stakeholder's expectation?
9. State any three Barriers to Corporate social responsibility.
10. List the important tools for effective compliance.
11. Define Corporate Governance.

**PART C (4 x 15 = 60 Marks)**

12. a) Explain the different ethical theories and approaches to understand corporate Ethics.  

**(OR)**

 b) "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.
  
13. a) Explain Professional Ethics for functional managers in detail?  

**(OR)**

 b) Analyze the Moral and Economic arguments for CSR with suitable examples.
  
14. a) (i) What are Ethical Principles in business? How can ethics be used as a strategic management tool? (7)  
  
 (ii) Interpret on an ethical model followed by a national or an international company. (8)  

**(OR)**

 b) Brief Evaluation of Stakeholders expectations and their impact in organization.
  
15. a) Explain the different tools for an effective compliance management system and explain the role of employees in it.  

**(OR)**

 b) Why does corporate governance matter? What is good corporate governance? Explain with examples.

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