

Total No. of Printed Pages : 2  
Total No. of Questions : 10



MBAS 456

Sl.No. : 0220

II Semester M.B.A. Degree Examination, May 2018

**BUSINESS ADMINISTRATION**  
**Business Ethics and Social Responsibility**

Time : 3 Hours

Max. Marks : 70

**SECTION - A**  
**(Compulsory)**

Note : Answer to the question should not exceed six pages.

(1 × 15 = 15)

Q1) Critically analyse the significance of ethical theories in business.

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**SECTION - B**

Note : Answer any five, each question carries eight marks. Answer to the question should not exceed five pages.

(5 × 8 = 40)

Q2) Explain the ethical issues in delivering consumer needs.

Q3) Describe the arguments for and against CSR.

Q4) Who are the targets of economic discrimination? Why is job discrimination found?

Q5) 'People are generally moral agents in an ethical organisation'. Substantiate.

Q6) Explain the factors in controlling personal moral development within the organisation.

Q7) What are ethical codes? How does this help business organisations?

Q8) What is the policy for Non-discrimination? Explain ethical arguments against discrimination.

Q9) Which are the common deceptive practices found in advertising all over the world?

SECTION-C  
(Compulsory)

Note: Answer to the question should not exceed six pages. (1 × 15 = 15)

Q10) Peter is a vice president in a large corporation. As part of his duties, he supervises fifteen managers; fourteen of these managers are men. Only one of the managers is a black man, and one is a white female.

Peter is replacing one of the white, male managers. He has advertised the position both in house and outside, as required by his company's hiring policies. After reviewing all of the applications, he believes that Steve, an employee of the company for 12 years, is the most qualified applicant. However, in the pool of applicants there are three qualified women and two qualified black men. Morally what should Peter do?

Questions:

- a) Is it fair to hire Steve, even though this will still mean that the managers will have definite gender and race inequity?
- b) Is it fair to Steve to hire someone less qualified to agree with affirmative Action?
- c) Should Peter give up and let the other manager's vote on who should be hire?

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