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MBAS 456

II Semester M.B.A. Degree Examination, November 2023
BUSINESS ADMINISTRATION
Business Ethics and Social Responsibility

Time : 3 Hours

Max. Marks : 70

SECTION – A
(Compulsory)

Sri Dharmasthala Manjunatheshwara
College of Business Management, Mangalore
Post Graduate Centre for Management
Studies and Research Library

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

1. What do you mean by Indian Ethos ? Discuss in detail the salient features and points of difference between Indian and Western style of management.

SECTION – B

Note : Answer **any five** of the following. Answer to **each** question should **not** exceed **five** pages. **Each** question carries **eight** marks : **(5×8=40)**

2. Explain in detail the concept and methodologies of Corporate Karma in detail.
3. Do companies had to operate ethically to be financially successful ? Explain.
4. Explain the management lessons which are derived from Mahabharat, Kuran and Bible.
5. What do you think will be major ethical issues that business will have to face over the next decade ?
6. Explain the term code of conduct and code of ethics with the example.
7. Elaborate methodology and guidelines for good corporate karma.
8. Explain the different theories of business ethics.

P.T.O.



SECTION – C
(Compulsory)

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

9. Ethical problems are truly managerial dilemma. Because they represent a conflict between an organization economic performance and its social performance. The nature of these obligations is of course open to interpretation but most of us “would agree that this include protecting loyal employees, maintaining competitive markets and producing useful and safe products and services”. Unfortunately, the dilemma of management is that this obligation are costly both for organizations evaluate by financial standards and for managing subject to financial control. There is a “right”, or “proper” of just balance between economic performance and social performance and the dilemma of management comes in finding it. The economic theories legal regulations and philosophy doctrines that may assist management that determined it.

It is possible of course to ignore the balance between economic and social performance and to argue that the managerial dilemma does not exist. This argument has been advanced from true opposit direction. Some content that management should concentrate entirely of economic performance. These views almost caricature of the 19th century approach to business. Fortunately, these believe seems to be not at all command today, most managers recognize the impact of the decisions and actions upon title organization and community. The 2nd view which is far more widespread come from an over simplification of the issue of social performance, those who hold the view might say for example, with some degree of asperity that no company should discharge harmful waste pay illegal bribes or produce unsafe product and might then declare with an equal degree of satisfaction that those ethical difficulties have been resolved—let us go on to more interesting and critical problems of the proper distribution of our scarce resources, this view ignores the subtlety of ethical issues in management. It assumes that ethical quest ions have only a yes side and no side that explicitly economic benefits and social costs are associated with each of these two alternatives. So only a very simple level of moral understanding is needed to make the proper choice.



Most ethical decisions relating to pollution effects on environmental health unsafe products, bribes to govt. and also multiple ethical issues in management. The questions may be asked should a manager pay a bribe or not ? Should a factory pollute the air or not ? Most ethical decisions have mixed outcomes. Pay an indirect bribe and maintain the sales volume is not an unethical.

On the other hand most ethical decisions have uncertain consequences and under unforeseen circumstances for instances giving bribe and receiving orders from the parties producing absolutely safe products with unforeseen happenings may not be tantamount to unethical. Thus, ethical problems are complex because of the extend consequences, multiple alternatives, mixed outcomes uncertain occurrences and personal implications, ethical problems are also pervasive in nature.

Questions :

- a) The managerial values have any importance to business, since the organization is a collection of individual and the collective response towards this value is great. Comment on the above statement.
- b) Every organization rates employees on the scale of honesty, trustworthy and sincerity. But to take recourse to bribe giving an inclined towards illegal course of action leads to erosion professional values. Do you agree ?
- c) Work situation analysis is a major factor in managing business, a relationship is improved, which leads to friendliness, cooperation, team building and ability in the organization to overcome jealousy, selfishness etc. is a paradigm shift from the Rajas to Satwaa. Comment on the above statement.