

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.)–201306

POST GRADUATE DIPLOMA IN MANAGEMENT (2019-21)

**MID TERM EXAMINATIONS (TERM -VI)**

**Academic Session- 2020-21**

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Subject Name : **Business Ethics and Corporate Governance**

Time: 01.30 hrs

Sub. Code: **PG28**

Max Marks: 20

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**Note:**

- 1. Writing anything except Roll Number on question paper will be deemed as an act of indulging in unfair means and action shall be taken as per rules.**
- 2. All questions are compulsory in Section A, B & C. Section A carries 1 Case Study of 8 marks. Section B carries 3 questions of 2 marks each and Section C carries 2 questions of 3 marks each.**

**SECTION– A04+04 = 08 Marks**

**Q. 1: Read the Case Study and answer the question given below:**

Future Tense is a medium-sized electronic company located in a metropolis. It markets popular brand of home appliances like air conditioners, refrigerators, washing machines and microwave ovens, and undertake post-sales maintenance. The policy of the company is to attend to the faults within 24 hours if the customer is within the city limits and within 36 hours if the customer is located outside the city limits. Obviously, the maintenance department is completely stretched and always works against stiff targets. Mr. Anil Kumar is working as one of the executives in the post-sale maintenance department. He has twelve mechanics in his team. It is his responsibility to depute mechanics to attend to the complaints of the customers after they report for duty in the morning.

The other day, Rahul, one of his most trusted and efficient employees, was assigned the duty to attend the complaint of one of the long-standing customers, Mr. Suresh, whose air conditioner had developed a fault. At the end of the day, as part of his duty, Anil Kumar made a surprise visit to some of the select complainants, including Suresh, to know how satisfied they were with the performance of the mechanics. To his shock and surprise, he found that Rahul had not visited Suresh. When contacted on phone, Rahul informed Anil that the sudden illness and the subsequent hospitalization of his daughter was the reason for his inability to call on the customer. He also pleaded with Anil Kumar to help him out in this matter. However, the company has uncompromising rules that view dereliction of duty by employees for any reason as a major offence warranting immediate suspension.

Adhering to the rules, Anil Kumar reported the matter to the higher authorities, who promptly suspended Rahul pending a full-fledged enquiry. The news of Rahul's suspension created widespread resentment among other employees, who sympathized with Rahul. But Anil Kumar justified his action by saying that any compromise on that rule would have undermined not only the ability of his team to meet the stiff targets set by the company but also the rule itself. He also felt that this kind of behavior would set a bad precedent, eventually bringing disrepute to the company.

(A) Discuss the conduct of all the stakeholders from ethics point of view?

(B) If you were Anil Kumar, how would you deal with Rahul's lapse? What are the policy measures required for the company to deal with such situations in the future?

**SECTION– B02×03 = 06 Marks**

Q. 2: Of the various normative theories (i.e. stockholder, stakeholder and social contract theory) which according to you is most applicable for business and why?

Q. 3: “Value-based management is an essential prerequisite for the long-term health and success of every organization.” Discuss and comment.

Q. 4: Critically analyze the Walton’s model of ethical conduct by giving examples of each along with discussing the impact of personal values in taking ethical decisions.

**SECTION– C03×02 = 06 Marks**

Q.5. Business organizations involved in making deodorants for men depict through their commercial that the moment they put on the deodorants, they will become irresistible to the opposite gender. Evaluate this practice on ethical standards.

Q. 6. You have been hired as the marketing manager of toothpaste for children which is actually harmful for them. Your organization desires you must aggressively promote it in schools to attract customers. Discuss the ethical theory being adopted by the organization, how your level of moral development will impact your work and how you will solve this ethical dilemma.

**Mapping of Questions with Course Learning Outcome**

COs	Question Number(s)	Total Marks Allocated to the CO
CO1	Q2, Q3	4
CO2	Q4, Q6	5
CO3	Q5	3
CO4	Q1	8
CO5	NA	

**Note:** Font: Times New Roman, Font size: 12.