

Code No: MB1633/R16

MBA III Semester Supplementary Examinations, March-2021

BUSINESS ETHICS AND CORPORATE GOVERNANCE

Time: 3 Hours

Max. Marks: 60

*Answer Any FIVE Questions
All Questions Carry Equal Marks
Question No. 8 is Compulsory*

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| 1. | a | List the three basic ethical theories with an example of each in practice. | 6M |
| | b | Identify the limitations of each theory. | 6M |
| 2. | a | Discuss the ethical dimensions in the development of Indian Capital Markets. | 6M |
| | b | Explain major ethical attitudes among the Managers of Indian companies? | 6M |
| 3. | a | How can ethics and social responsibility be integrated into a firm's marketing strategy?
Elaborate. | 6M |
| | b | Discuss any four specific ways that HR management can influence ethical behavior at work. | 6M |
| 4. | a | What are the characteristics of a Good Corporate Governance? | 5M |
| | b | Discuss the major initiatives by the SEBI towards good governance among corporate. | 7M |
| 5. | a | Discuss in detail the role played by the media in corporate governance. | 6M |
| | b | Explain the duties and responsibilities of Auditors in corporate governance. | 6M |
| 6. | a | What is Ethical Decision Making? | 4M |
| | b | Discuss the process of ethical decision Making. | 8M |
| 7. | a | Explain the main ethical issues to be focused for institutional culture. | 6M |
| | b | What measures do you suggest to arrest bank frauds in India? | 6M |

8. CASE STUDY:

12M

Is it possible for a retailer to become too large and powerful? This is a question some people have been asking about Wal-Mart, the world's largest retail company and about Tesco in the UK. Wal-Mart has aggressively pursued its low-price mantra, bringing better value to consumers and forcing suppliers to innovate. A possible concern is that Wal-Mart has become so big that it can do virtually anything it wants in some areas. Obviously, this kind of power has enormous ethical and social implications. Some suppliers suggest that Wal-Mart is able to dictate every aspect of its operations, from product design to pricing, in its efforts to maximize savings for customers. Some suppliers claim they have been forced to reduce staff numbers and even locate to lower-cost regions, in order to meet the biggest retailer's margin demands. Their fear is that if they hesitate to comply, they risk losing their most lucrative outlet and will find their products quickly replaced by a competitor's on Wal-Mart's shelves. For the customer, seeking keen prices and great choice, there are obvious benefits to Wal-Mart's approach, but perhaps there is also a cost.

Questions:

- (i) What are some of the ethical and social implications of the power Wal-Mart and other huge retailers are able to exert?
- (ii) What action can a company like Wal-Mart take to manage these issues?
