

Reg No.: \_\_\_\_\_

Name: \_\_\_\_\_

**APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY**

First Semester MBA Degree Regular and Supplementary Examination December 2022

**Course Code: 20MBA113****Course Name: ETHICS, GOVERNANCE & CORPORATE RESPONSIBILITY**

Max. Marks: 60

Duration: 3 Hours

**PART A***Answer all questions. Each question carries 2 marks*

- |                                                      | Marks |
|------------------------------------------------------|-------|
| 1 What do you understand by the term Whistle Blower? | (2)   |
| 2 Explain insider trading                            | (2)   |
| 3 Write a note on ethics committee                   | (2)   |
| 4 Who is a non executive director?                   | (2)   |
| 5 Define corporate social responsibility             | (2)   |

**PART B***Answer any 3 questions. Each question carries 10 marks*

- |                                                                         |      |
|-------------------------------------------------------------------------|------|
| 6 Explain any two non-consequential Ethical theories.                   | (10) |
| 7 Discuss any two unethical issues in Marketing management.             | (10) |
| 8 Elaborate on corporate governance theories.                           | (10) |
| 9 Elucidate on the various corporate board committees and its functions | (10) |
| 10 Debate on the arguments for and against CSR                          | (10) |

**PART C***Compulsory question carrying 20 marks*

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|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|
| 11 Ranjan Das, a software developer for a large online retailer, was growing increasingly uncomfortable with his company's practices. While some of his company's executives had been publicly critical of the government collecting vast quantities of personal detail from email and online activity, the company was particularly aggressive about mining data from its own customers' online activity for marketing purposes. Ranjan is of the view that if the company is using customer data for marketing purposes it should be with the consent of the customers. He discussed the matter with some of his friends but they were of the view that any actions against the company can have detrimental effect on his career. Ranjan is frustrated and confused. | (20) |
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- a. With whom does Ranjan have an ethical conflict – his company, or governmental policy, which permits what the company is doing? (5 marks)
- b. Is having an ethical conflict with your employer a sign that Ranjan should leave the company? (5 marks)
- c. What options are available to Ranjan and what should he do? (10 marks)

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