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Solution for Subject- Foundation Course- (IV) Ethics & Governance - April 2019

SYBMS (SEM IV)

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Note: Any relevant points other than given in the solution for all questions can be considered.

Q1. A.

1. False 2. True 3. True 4. True 5. False 6. False 7. True 8. True 9. False
10. False

Q1. B.

1. Ethos-Character 2. Morals-Customs
3. Ability to frame our actions-Vision 4. Justice to all practices-Fairness principle
5. Sending an unwanted email to another person-Spamming
6. Hoarding reserves-Turf guarding 7. Choosing between right and right-Dilemma
8. Green marketing- Ecologically safe products
9. Advertising which is used to promote banned products- Surrogate advertising
10. Sustainable Development- Environmental Impact

Q2.

a. Scope of business ethics:

1. Scope based on Functional areas 2. Scope based on Society
3. Scope based on stakeholders

b. Differentiate between Ethics and Morals:

1. Meaning 2. Nature 3. Scope 4. Expression 5. Absorption 6. Root word and analysis

OR

p. Objectives of Ethics:

1. Objectivity for life 2. Standards for life 3. Fairness and judging actions
4. Accuracy 5. Truthfulness 6. Public Accountability 7. Equality 8. Impartiality

q. Code of Ethics: In general Points related to Company's Rules & Regulations

Q3.

a. Concept of Whistle-blower: Meaning & Types

b. Ethical issues faced by an individual employee:

1. Business Relationship 2. Conflicts of interest 3. Fairness & Honesty 4. Communications

OR

p. Strengthening Marketing Ethics:

1. To reverse declining public confidence in marketing
2. To avoid increase in governmental regulation
3. To retain power granted by society
4. To protect the image of the organisation
5. To develop green marketing 6. To ensure ecological ethics

2

q. Tools for ethical management:

1. Top management commitment
2. Codes of ethics
3. Ethics committees
4. Ethics audits
5. Ethics training
6. Ethics hotline.

Q4.

a. Need of corporate governance: In general why corporate governance is needed in an company

Objectives of corporate governance:

1. Structure of board
2. Transparent Procedures and policies
3. Effective control of affairs
4. Effective machinery
5. Regular monitoring
6. Informing to shareholders about relevant developments of company

b. Theories of corporate governance:

1. Agency theory
2. Shareholder theory
3. Stakeholder theory.
4. Stewardship theory.

OR

p. Concept of Carroll's Pyramid: Explain with diagram its all four levels

q. Benefits of Corporate Social Responsibility:

1. Achievement of long term objectives
2. Improved financial performance
3. Reduction in operating costs
4. Brand image and reputation
5. Increased sales and customer's loyalty
6. Ability to attract and retain employees
7. Reduced regulatory oversight
8. Access to capital
9. Helps minimize ecological damage
10. Increased productivity and quality of work life

Q5.

a. Recent issues in CSR in India:

1. Environment issues
2. Political and administrative interventions
3. Reporting structure
4. Business and human right not in schedule VII
5. Companies' need versus NGO's programmes
6. Boardroom hopes versus ground realities
7. Scaling-up issues
8. Concrete database of credible implementation partners
9. Missing platforms for credible NGO's to showcase work
10. Question on benchmarks
11. Beneficiary satisfaction yardstick.

b. Challenges of CSR in future:

1. Areas of spending
2. Compliance
3. Duplication
4. Educate
5. Focus
6. How to do CSR
7. Measurement
8. Paradigm shift
9. Regulation and reporting
10. Strategy
11. Transparency

OR

Short notes: Relevant points as per the topics in brief