

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**GUJARAT TECHNOLOGICAL UNIVERSITY**

**MAM - SEMESTER-V • EXAMINATION – SUMMER • 2015**

**Subject Code: 4150504**

**Date: 14-05-2015**

**Subject Name: Business Ethics**

**Time: 10:30 am - 01:30 pm**

**Total Marks: 70**

**Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** (a) Give definition of Business Ethics and explain nature of ethics. **07**  
(b) Why would you consider the study of ethics is important for today's business practices? Give examples of five areas of business operations where ethical practices play dominant roles in the success of business. **07**
- Q.2** (a) Critically discuss the role & scope of ethics in business. Do you agree with some moral Philosopher's view that business and ethics are at odds and in contradiction with each-other? **07**  
(b) What is Ethical Dilemma? Discuss the sources of ethical dilemma and the method of resolving the same. **07**
- OR**
- (b) Critically discuss the role and usefulness of the Ethical Theories in assuring ethics and morality in the society. **07**
- Q.3** (a) Outline the ethical responsibilities of a marketing person in marketing consumable products. **07**  
(b) Critically discuss current ethical issues in finance with suitable examples. **07**
- OR**
- Q.3** (a) Discuss- 'Ethical issues in business arise from a business's purpose and operations'. And also explain types of Ethics. **07**  
(b) Discuss - Workers Rights and Duties in an ethical environment. **07**
- Q.4** (a) Define Values with its type and importance in business with examples. **07**  
(b) Define Corporate Governance. Also explain its importance & mechanism. **07**
- OR**
- Q.4** (a) Critically discuss Ethical Decision Making with suitable examples. **07**  
(b) Discuss - Current Ethical issues in Human Resource Management. **07**
- Q.5** (a) What is Whistle Blowing? Explain its implication and laws in Indian context. **07**  
(b) Explain Environmental Ethics and what one buddy should do to control environmental pollution. **07**
- OR**
- Q.5** (a) How you can integrate the Corporate Ethical Practices and Ethical Leadership? **07**  
(b) Elaborate Rights and Obligations of Individuals in the organization. **07**

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