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

## GUJARAT TECHNOLOGICAL UNIVERSITY MBA (AM) – SEMESTER –5 - EXAMINATION – WINTER - 2016

## Subject Code: 4150504 Date: 29/11/2016 Subject Name: BUSINESS ETHICS Time: 02.30 pm to 05.30 pm **Total Marks: 70 Instructions:** 1. Attempt all questions. 2. Make suitable assumptions wherever necessary. 3. Figures to the right indicate full marks. Explain Creative Accounting & its Role in Business Scandals. 07 0.1 **(a)** Write a note on ethics of Whistle Blowing. **(b)** 07 Q.2 **(a)** Explain the importance of business ethics as a significant tool in developing a 07 good business reputation. Give examples of five areas of business operations where ethical practices play dominant role in the success of business. What is CSR? What are the arguments for social responsibilities of business? 07 **(b)** OR **(b)** Why ethical decision-making is difficulty? Analyze the steps of ethical decision-07 making, identify the shortcoming and suggest some modification based on your understanding of moral standards and ethical behavior. Q.3 Discuss the dimensions of ethical leadership. Explain how leader can influence 07 **(a)** ethical practice in organizations. Creative Accounting A myth or Reality? Explain Satyam Case or Enron **(b)** 07 Corporation Case. OR Explain the Guidelines & Procedure for filing Whistle Blowing in an Q.3 07 **(a)** organization. Strategies to prevent creative accounting to occur in organizations. 07 **(b) Q.4 (a)** Discuss Managerial & Ethical Dilemmas at work and managing ethical 07 problems. List down any 5 Ethical Theories and explain each with the help of suitable 07 **(b)** example. OR **O.4** If you are the manager of the company and you been asked to design the 07 **(a)** ethical policy. What all things you consider in the policy framework. Explain 5 unethical issues in Marketing and provide remedies to overcome such **(b)** 07 issues. Q.5 Explain the term. **(a)** 1) Whistle Blowing 03 2) CSR 02 3) Creative Accounting 02 You may provide suitable example of ethical practices that help to protect the 07 **(b)** environment. OR Explain how ethical practices can lead to environmental sustainability. 07 Q.5 **(a)** Explain 5 unethical issues in Finance and Provide remedies to overcome such **(b)** 07 issues.

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