

GUJARAT TECHNOLOGICAL UNIVERSITY
MAM - SEMESTER- V. EXAMINATION – WINTER 2014

Subject Code: 4150504**Date: 08/01/2015****Subject Name: Business Ethics****Time: 10:30AM to 1:30PM****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)** ‘Business Ethics are moral principles that guide the way business behave. **07**
 Discuss the statement & explain the nature of ethics.’
- (b)** Explain the various theories of Business Ethics. **07**
- Q.2 (a)** What do you mean by Ethical dilemma? Discuss the ethical dilemma at **07**
 workplace?
- (b)** Write a detail note on Rights & obligations of Individual at organization. **07**
- OR**
- (b)** What are the various methods for solving ethical dilemma at workplace? **07**
- Q.3 (a)** What are the ethical issues in marketing? **07**
- (b)** Discuss workers right & duties in organization. **07**
- OR**
- Q.3 (a)** Explain creative accounting & discuss the Satyam case. **07**
- (b)** What is whistle blowing? Discuss the ethical issues in whistle blowing? **07**
- Q.4 (a)** How attitude & belief helps in ethical decision making? **07**
- (b)** Discuss the law & enforcement to create ethical organization. **07**
- OR**
- Q.4 (a)** Discuss corporate social responsibility. Note down the pros & cons of CSR **07**
 Practices in India.
- (b)** Explain ethical leadership & discuss characteristics of Ethical leader. **07**
- Q.5 (a)** Discuss various types of Environmental issues & its mechanism. **07**
- (b)** What do you mean by consumer protection & how consumer can be protected? **07**
- OR**
- Q.5 (a)** Write a note on Industry & Environmental Pollution. **07**
- (b)** Discuss the role of Ethics in controlling the Environment Pollution. **07**
