Q.P. Code :19073

[Time: 2 $^1/_2$ Hours] **[Marks:75]**

Please check whether you have got the right question paper.

N.B: 1. **All** questions are **compulsory**
2. **Figures** to the **right** indicate **full** marks

Q.1 Attempt **any two** questions **(15)**

a) Define Ethics and explain its types.
b) What is Business Ethics? Why is it essential for the organization?
c) Discuss the role of government in ensuring Business Ethics.

Q.2 Attempt **any two** questions **(15)**

a) Discuss the principles of Ethical Marketing.
b) Explain the concept of ethics in taxation.
c) Suggest some measures to ensure ethics at workplace.

Q.3 Attempt **any two** questions **(15)**

a) State and explain mechanisms used to implement Corporate Governance in India.
b) Highlight emerging trends in Corporate Governance.
c) Write a note on Audit Committee.

Q.4 Attempt **any two** questions **(15)**

a) Discuss the concept of Triple Bottom Line.
b) Bring out the responsibility of business towards various stakeholders.
c) Explain issues and challenges of CSR (Corporate Social Responsibility).

Q.5 Case study **(15)**

M-Mart often finds itself around allegations of poor business ethics, accusing it of predatory pricing or pricing products too low to drive competition out of business and gain a monopoly in local markets. M-Mart also faced charges by suppliers for forcing them to indulge in self-defeating practices, such as pressurizing them to sell goods below cost or at prices lower than they would get elsewhere.

M-Mart was also accused by its employees for forcing them to work overtime without extra pay and for not providing them appropriate working conditions. All the allegation against M-Mart were against ethical conduct of a business.

Questions:

a) Explain the unethical practices of M-Mart in marketing.
b) Comment on workplace ethics of M-Mart.
c) If you are the manager of M-Mart what will be your course of action to save the reputation of the outlet.

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