



**SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY :: PUTTUR**  
Siddharth Nagar, Narayanavanam Road – 517583

**QUESTION BANK (DESCRIPTIVE)**

**Subject with Code :BECG( 18MB9015)**

**Course & Branch: MBA**

**Year &Sem: II-MBA & III-Sem**

**Regulation: R18**

**UNIT-I**

**Business Ethics and Corporate Ethics**

1. What are the ethical theories and approaches for decision making? Explain.
2. Explain various ethical theories
3. Discuss various principles of ethics and its implications in the modern business world.
4. What are the stages in modern decision making process?
5. Write in detail about modern ethical models for decision making.
6. What are the theories in ethics, particularly at Meta Level? Comment on them.
7. Define Indian Ethos and explain them articulately.
8. What are all the ethical concerns for a manager in an organization?
9. Write about “ethics in business competition”.
10. Why ethics are much important in business world?

**Unit-II****Business Ethics and Corporate Ethics**

1. Explain the ethics to be followed in marketing with examples.
2. Elaborate on falling ethical standards in advertising
3. What are the major issues involved in false advertising?
4. What are the marketing ethics? Why should a firm follow these? Explain.
5. What are the ethical aspects relating to consumer behavior? Explain.
6. How criticism can be explained in marketing ethics?
7. Explain ethical issues in HRM.
8. Relate ethical concepts in selection, training and development.
9. Explain the ethics to be followed in workplace.
10. What are the major issues involved in performance appraisal?

**Unit-III****Ethical Aspects in Organization II**

1. What is insider trading? Give illustrations.
2. What do you mean by ethical investment? How far do modern companies cater to ethical investment?
3. Briefly state and explain the code of ethics adopted by the business firms in combating frauds.
4. Why should a firm follow ethics in finance? Explain.
5. Explain the following:
  - a) Cyber crime.
  - b) Information technology.
  - c) Intellectual property rights.
6. Explain the special significance of cyber crime with examples.
7. Briefly explain the provisions of Information Technology Act 2000 dealing with cyber laws.
8. Answer the following:
  - a) Intellectual property rights.
  - b) Cyber crimes.
9. What is Information Security and Threats? Write the related ethical elements.
10. Define Cyber Crime with ethically related challenges in detail.

**Unit-IV****Corporate Governance**

1. What is the purpose of corporate governance?
2. Describe various theories of corporate governance.
3. “Directors are the key persons in corporate governance structure”. Comment.
4. Explain about Nature and evolution of corporate governance.
5. Write about German/ French model of Corporate Governance.
6. What is Japanese model of corporate governance? Explain it comprehensively.
7. What is the difference between Corporate governance and management?
8. Explain first theory of corporate governance ( McGreoger)
9. Explain about stewardship theory in corporate governance.
10. Define Corporate governance. Explain its importance in business

**Unit-V****Corporate Governance Structures**

1. Elucidate the structures and processes of corporate governance.
2. Explain the appointment, duties and responsibilities of auditors of limited company.
3. What do you mean by stake holders? Who are the major stake holders involved in business?
4. Why does business needs society's approval in order to function? What may happen if society disapproves of a business activity?
5. Discuss the following:
  - a) Institutional investors.
  - b) Directors.
  - c) Auditors.
6. Do political lobbying affect corporate social responsibility? Elaborate with examples.
7. It has been put to you that one of the merits of ethics is that it provides an understanding for the principles of corporate governance? What do you make of that argument? If it is rejected; what other principles should under lie corporate governance, if they are not ethical ones? Discuss.
8. Write a brief note on:
  - a) Stake holders.
  - b) Social development.
  - c) Corporate social responsibility.
9. How corporate could be responsible to stake holders
10. What is "Institutional Investor"? Explain about its types

**Case Study 1: Employee Absence**

Joan, an employee of Great American Market, was warned about her excessive absenteeism several times, both verbally and in writing. The written warning included notice that "further violations will result in disciplinary actions," including suspension or discharge.

A short time after the written warning was issued, Joan called work to say she was not going to be in because her babysitter had called in sick and she had to stay home and care for her young child. Joan's supervisor, Sylvia, told her that she had already exceeded the allowed number of absences and warned that if she did not report to work, she could be suspended. When Joan did not report for her shift, Sylvia suspended her for fifteen days.

In a subsequent hearing, Joan argued that it was not her fault that the babysitter had canceled, and protested that she had no other choice but to stay home. Sylvia pointed out that Joan had not made a good faith effort to find an alternate babysitter, nor had she tried to swap shifts with a co-worker. Furthermore, Sylvia said that the lack of a babysitter was not a justifiable excuse for being absent.

**Questions:**

- Was the suspension fair?
- Did Sylvia act responsibly?
- Should Joan be fired?
- Should the babysitter be fired?
- Was Sylvia fair in her actions?
- Is there ever a solution for working mothers?
- Should working fathers take turns staying home?

**Case Study 2: Purchasing Ethics**

J.R. accepted a position at Cripple Creek Vocational University and he and his family made a permanent move. Soon, J.R. was promoted to Administrative Vice President, overseeing the purchasing department of the University. His oldest son, Jim, got a good job in educational equipment sales at Tiddley Computer Corporation in Fort Worth.

As Vice President, J.R. quickly saw the need for 4 to 5 computers in his office. Although CCVU had a bidding policy, J.R. purchased Tiddley Corporation's computers direct from Tiddley for about \$3500 each, when IBM clones were selling for around \$2000 and the clone had more promising features than the Tiddley. Jim handled the sale and received a healthy commission on the sale. If the purchase had gone through the normal bidding process, the TC

model would not have been selected. Tiddley's local Cripple Creek franchise dealer objected to Tiddley Corporation that his protected franchise had been bypassed in the deal.

**Questions:**

Since J.R. was over the purchasing department and had final decision authority, should purchasing have gone through the normal bidding routine?  
Is it acceptable for a V.P. to bypass the normal routine to do business with a family member?  
Was J.R.'s decision not to request bids an ethical choice?  
What should the college purchasing agent do?  
Should anyone else at CCVU have any interest in this activity?  
Has Tiddley's Cripple Creek franchise owner been wronged?  
Should Jim have made the sale? Received a commission?

**Case Study 3: Discrimination in the Workplace**

Marian, a top graduate from Loyola in Humanities, was hired by a major corporation into a management position. Marian finished the corporation's management training program top in her group, and is performing above the norm in her position. She is really enjoying her work.

As a black woman she feels isolated, as there are no other black women managers and few women in her area. One night at a company party she heard a conversation between two of her male co-workers and their supervisor. They were complaining to him about Marian's lack of qualifications and her unpleasant personality. They cursed affirmative action regulations for making the hiring of Marian necessary.

Marian is very upset and wants to quit.

**Questions:**

Should Marian quit?  
Are her co-workers correct in their evaluation?  
Should Marian confront the co-workers?  
Should Marian file a discrimination suit?  
Should Marian go to the supervisor?  
What else could Marian do?

**Case Study 4: Substance Abuse**

Fred, a 17-year employee with Sam's Sauna, was fired for poor job performance and poor attendance, after accruing five disciplinary penalties within a 12-month period under the company's progressive disciplinary policy. A week later, Fred told his former supervisor that he had a substance abuse problem.

Although there was no employee assistance program in place and the company had not been aware of Fred's condition, their personnel director assisted Fred in obtaining treatment by allowing him to continue receiving insurance benefits and approved his unemployment insurance claim.

Fred subsequently requested reinstatement, maintaining that he had been rehabilitated since his discharge and was fully capable of being a productive employee. He pointed to a letter written by his treatment counselor, which said that his prognosis for leading a "clean, sober lifestyle" was a big incentive for him. Fred pleaded for another chance, arguing that his past problems resulted from drug addiction and that Sam's Saunas should have recognized and provided treatment for the problem.

Sam's Saunas countered that Fred should have notified his supervisor of his drug problem, and that everything possible had been done to help him receive treatment. Moreover, the company stressed that the employee had been fired for poor performance and absenteeism. Use of the progressive discipline policy had been necessary because the employee had committed a string of offenses over the course of a year, including careless workmanship, distracting others, wasting time, and disregarding safety rules.

**Questions:**

Should Fred be reinstated?

Was the company fair to Fred in helping him receive treatment?

Did the personnel director behave ethically toward Fred?

Did Fred act ethically for his company?

Would it be fair to other employees to reinstate Fred?