

Subject Code: MB942 / R09

M B A - IV Semester Regular/Supply Examinations, July/Aug -2013

BUSINESS ETHICS AND GOVERNANCE

Time: 3 hours

Max Marks: 60

Answer any **FIVE** of the following
All questions carry equal marks. **Q.No.8 is compulsory**

1. Discuss in detail about the normative theories of Business ethics.
2. What are unethical practices? Discuss the reasons for unethical practices among Indian Corporations.
3. What are the ethical responsibilities in advertising?
4. Discuss the influence of Institutional culture on ethics of employees.
5. What is corporate governance? How do you see the increased responsibility of management towards various stake holders?
6. Discuss the roles, duties and responsibilities of Auditors?
7. What is corporate social responsibility? Explain why there are conflicting perspectives on the subject.

8. Case study:

Provocative Dresses worn by Women: The provocative clothing worn by many women these days is also to blame for the vulnerable position in which women find themselves in today's society. The revealing costumes worn by cabaret dancers and vamps in the film of yester years seen to be the dress in vogue today. The dresses showcased in fashion shows these days can hardly be worn by average Indian women on the street. On the other hand, these fashion shows have a detrimental effect on the spectators, especially the male section, in that they arouse voyeuristic tendencies and sexual desires in them. Unable to control or give a proper vent to these urges, they in turn pounce upon the unwary, hapless woman on the street.

Similarly, certain advertisements that are aired on television these days, like the Fanta ad for instance are in bad taste. The film star, in a tight orange t-shirt, dancing to vulgar lyrics, is safe from molestation because she is famous. But what about her not-so famous sister on the street? The subliminal message that she sends across to the male viewers of the advertisement tunes their minds to viewing any women as only a sex object and nothing more.

I think, many women themselves are partly to be blamed for all this. A dress reveals a lot about a person's personality. About 40-50 years ago, when the present women were young, there were hardly any cases of rape. Women had definite codes of dress. The present trend of dressing by women does not augur well for the future. Just imagine, 20 years from now, what will their daughters be wearing? That is anybody's guess!.

Questions;

- a) Do you agree for a dress code for women
- b) Critically analyze the case and give your opinion on the present dressing by women.

|||||