

had been deeply rooted in the religious traditions of the company's founders, and the organization had paid close attention to the welfare of its workers and its sourcing practices. The US Congress was considering legislation that would allow chocolate grown on certified plantations to be labeled "slave labor free," painting the rest of the industry in a bad light. Chocolate producers had asked for time to rectify the situation, but the extension they negotiated was running out.

Questions :

- (a) Investigate the question that whether Cadbury should join with the industry for lobbying. (CO5)
- (b) Formulate the concept that how supply chain was ethically managed in above-mentioned case study. (CO5)

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M. B. A. (SECOND SEMESTER) END SEMESTER

EXAMINATION, 2021-22

INDIAN ETHOS AND BUSINESS ETHICS

Time : Three Hours

Maximum Marks : 100

- Note :** (i) This question paper contains two Sections—Section A and Section B.
- (ii) Both Sections are compulsory.
- (iii) Answer any two sub-questions among (a), (b) & (c) in each main question of Section A. Each question carries 10 marks.
- (iv) Section B consisting of case study is compulsory. Section B is of 20 marks.

(2)

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Section—A

1. (a) Define Indian Ethos. Explain the principles and characteristics of Indian Ethos. (CO1)
- (b) Identify the scope and requisite of Indian ethos in managerial practices. (CO1)
- (c) Discuss in detail relevance of Value Based Management in Global scenario. Give relevant examples. (CO1)
2. (a) Sketch out the ethical implications on the practices of Human Resource Management. (CO2)
- (b) Demonstrate the difference between what is fair and what is ethical in the business world. (CO2)
- (c) Implementation of code of ethics and its importance. Explain by giving an example. (CO2)
3. (a) Analyze Business Ethics and its characteristics in comparison with today's time. (CO3)

(3)

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- (b) Examine in detail Corporate Ethics. Discuss the guidelines for developing code of ethics. (CO3)
- (c) Compare the importance and need of business ethics with today's trends. (CO3)
4. (a) In your own words define the need and importance of corporate governance in running a successful business model. (CO4)
- (b) Defend the scope of Gandhian Approach in today's modern business. (CO4)
- (c) Evaluate the importance of Bentham's Utilitarianism theory. (CO4)

Section—B

5. **Case Study** (20 Marks)
The case describes revelations that the production of cocoa in the Côte d'Ivoire involved child slave labor. These stories hit Cadbury especially hard. Cadbury's culture

P. T. O.