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Part - B

Q.6] Five Types of ethos are:-

① The Do-good manager:-

The most social and moral one of all as it is important to contribute to society and show empathy.

② The market manager:-

It primarily focuses on markets and serious management but not so much on society & ethics.

③ The Searching manager:-

It is crucial in the ethos of the searching business manager that work in business perceived in terms of communication.

④ The Balancing manager:-

It is close to general ethos, strongly believes that personal effort is important for being successful.

⑤ The radical market manager:-

An amplified version of market manager. There is general awareness of the need to be successful or put it negatively a fear of not moving forward in society.