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MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION : MAY : 2015
SECOND SEMESTER
Sub: Business Ethics and Corporate Governance (MBA -208)

Date: 19/5/2015 Total marks: 80 Time: 10.00 am to 1.00 pm

Instructions: 1) The paper consists of two sections I and II.
              2) Attempt any three questions from Section – I.
              3) Section II is compulsory.

SECTION – I

Q. 1. What are Ethics? Explain the broad classifications of ethics. (15)

Q. 2. How does ethical dilemma arise and how is it corrected? (15)

Q. 3. What is corporate governance? State the importance of corporate governance. (15)

Q. 4. Write the importance of CSR in today's scenario also Discuss in brief three innovative ways to CSR. (15)

Q. 5. What is sustainable development? State the role of NGO in the same. (15)

Q. 6. Write notes on. (Any Three) (15)
   1. Kumar Mangalam Birla Committee
   2. Importance of business ethics
   3. Privatization in India
   4. Ethics in Marketing

SECTION - II

Q. 7. Case Study (25)

‘Stylash’ is a large chain of men’s apparels store. Mr. Robert; G.M (Reginal sales) wants to improve the sales figure drastically.

He is having three marketing policies in mind.
1. Increasing the commission on all the lines to all the staff.
2. Increasing the commission for selected lines with penalty clause in case of failure in target completion.
3. Over all increasing the target W/O commission rise.

To know the Pro's R Con's of all the Policies, Mr. Robert decided to split the sales staff in 3 groups & experiment the policies.
   a) Increased commission on all the lines.
   b) Increased commission on selected lines.
   c) Control group with no change in commission.

The pre & post performances will be analyzed to zero-in the policy.

Q.1. Are there ethical problems inherent in such experiments?
Q.2. Is the control group being deprived of any benefit?
Q.3. Are such experiments ethical & morally correct in market research?

Q. 8. Explain the corporate governance mechanisms and systems. (10)