

**MASTER OF VOCATION**  
**Management Entrepreneurship**  
**Subject: Ethics and Values**  
**Subject Code: MGM-901**  
**Semester: Fourth**  
**July 2021**  
**Theory (External): 70 Marks**  
**Time: 03 Hours**

**Instructions to the Students**

1. This Question paper consists of two Sections. All sections are compulsory.
2. Section A comprises 10 questions of objective type in nature. All questions are compulsory. Each question carries 2 marks.
3. Section B comprises 8 essay type questions out of which students need to do any 5. Each question carries 10 marks.
4. Read the questions carefully and write the answers in the answer sheets provided.
5. Do not write anything on the question paper.
6. Wherever necessary, the diagram drawn should be neat and properly labelled

Roll Number									

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Other members joined him and in few minutes, the meeting hall was in ruckus. This was premeditated to unsettle the new CEO, known for strict discipline. She tried to explain that she would go through the files and would soon direct concerned officials to take action. But members were unrelenting. CEO got angry and asked everyone to behave themselves. This irked many and the commotion grew louder. ZP President, taken aback by the CEO's outburst, shouted at her and spoke to her in singular using derogatory language. He warned her that it was the right of members to question her and a protest would be held outside against her. Jyothi was insulted in front of all the members and her pride was hurt.

**Questions:** Explain how Jyothi could have handled the situation in the meeting and what should be her reaction to the President's insulting remarks against her?

4. How do ethics relate to Finance, Accounting, and investment decisions?
5. What would be the elements of ethical competition? How ethical competition contributes for businesses?
6. What are the Ethical principles that govern global business?
7. Explain the ethical considerations in relation to adapting culture and norms of host countries.
8. What is unethical behaviour in business? Explain it with one example.

—END OF PAPER—

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**SECTION –A (SHORT/OBJECTIVE TYPE QUESTIONS)**  
(10x2=20 Marks)

- A. Discuss the role of Ethics in Business.
- B. What are the Ethics in Global Business?
- C. What do you understand by Leadership Strategy?
- D. What is Corporate Culture?
- E. Explain the concept and significance of CSR.
- F. Discuss the role of SEBI.
- G. Elaborate Ethical Convergence.
- H. Mention any two Marketing Ethics.
- I. Explain the term 'Quality Environment'.
- J. What are Worker Rights?

**SECTION –B (ESSAY TYPE QUESTIONS)**  
(5x10=50 Marks)

- 1. Explain the Concept and role of Corporate Governance.
- 2. Case Study - Integrity and Professional Behaviour  
A junior member of staff has just returned to work after taking special leave to care for her elderly mother. For financial reasons she needs to work full-time. She has been having difficulties with her mother's home care arrangements, causing her to miss a number of team meetings (which usually take place at the beginning of each day) and to leave work early. She is very competent in her work but her absences are putting pressure on her and her overworked colleagues. You are her manager, and you are aware that the flow of work through the practice is coming under pressure. One of her male colleagues is beginning to make comments such as "a woman's place is in the home", and is undermining her at every opportunity, putting her under even greater stress.  
**Question:** How should you proceed so as not to discredit yourself, your profession or the practice for which you work and at the same time maintaining integrity and confidentiality in your actions?
- 3. Case Study- Emotional Intelligence  
Jyothi, a young IAS officer, was transferred to a Zilla Panchayat as its new Chief Executive Officer. It was a punishment transfer, thanks to her impeccable personal and professional integrity, and short temper. Soon after her posting, a monthly review meeting was called by the ZP President. He was an influential political figure in the district. In the meeting, one of President's ardent followers, stood up and directly questioned the CEO why his demand for sanctioning two borewells to his constituency was not yet met.