

(Following Paper ID and Roll No. to be filled in your  
Answer Books)

Paper ID : 129612

Roll No. 

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M.A.M.

Theory Examination (Semester-VI) 2015-16

**BUSINESS ETHICS**

*Time : 3 Hours*

*Max. Marks : 100*

**Section-A**

1. Attempt all the questions - (2×10 = 20)

- (a) What is 'Business Dharma'?
- (b) What do you mean by 'Value System' in business?
- (c) What is Applied Ethics?
- (d) What is Trademark infringement?
- (e) What do you mean by price deception?
- (f) What is Insider Trading?
- (g) What do you mean by utilitarianism?
- (h) What is Just wages?

- (i) What is the relationship between laws and ethics?
- (j) What are the main issues that are involved in environment ethics?

## **Section-B**

**2. Attempt any five question** (10×5 = 50)

- (a) How do ethical problems arise in advertising? Explain.
- (b) Discuss the characteristics and significances of business ethics.
- (c) What are ethical dilemmas? Discuss the levels and types of ethical dilemmas.
- (d) Briefly explain the requirement of Training in business ethics. Also explain the methods adopted by companies for training business ethics.
- (e) Explain the various theories and approaches of business ethics.
- (f) “Ethics is the soul of accounting”. Discuss.
- (g) What do you understand by “Working Condition” in call centre? Explain.

- (h) Discuss the role of laws and enforcement in the development of ethical code of conduct.

### Section-C

#### Case Study

10×3=30

If anyone thinks that there are no smart people outside of the corporations who can beat them at their own game, then they need to rethink. Brand protection has become a big problem for corporations. The challengers are smarter and faster. They counterfeit brands, fill their packs with their own stuff, which are often spurious, and make big money. The fake industry in India is estimated to constitute about 35 percent of the branded products sold.

The brand problems are compounded when, in the world of designs, it becomes unmanageable to remain unscathed from copy casts. Fashion designers, gems and jewellery firms, fashion accessories such as wrist watches, sun glasses, etc. Find their designs reproduced and sold as genuinely fake. Consumers who cannot afford high-end branded products do not mind flaunting fakes. Somehow people do love to raise their status symbol, albeit with a fake brand, and gain some social equality with the rich and the famous. The fake designer market appears to be even higher than that of the counterfeited brands.

Consumers in Iraq love Unilever products marked 'Made in France'. To Unilever's chagrin, it does not do any business in France and it closed its last production unit in France a good ten years ago. To its greater disappointment. in India, where it is a market leader in fast-moving consumer goods (FMCGs), it has been established that there are over a hundred imitations of their product fair & Lovely alone. Some of the other most affected brands are Vicks, Axe, Ariel, Parachute, Johnson & Johnson, Clinic plus, Dove, Lux, Colgate, and Pears, It has been reported that of the total market share of Rs. 1,13,000 crore. Up to 30 percent of the packaged toiletries have been reported to be counterfeits.

The economic and social repercussions of counterfeiting the brands are enormous in terms of employment to the people, revenue loss to the companies, and tax loss to the country. The social cost potential damage to health is enormous.

### Questions

3. How is counterfeiting brands unethical?
4. If companies price their products reasonably, will brand misuse reduce?
5. How can you reconcile the fact of genuine facts with genuine business?