

M.B.A. DEGREE EXAMINATION, JULY/AUGUST - 2024

FOURTH SEMESTER

PAPER -401 : DIGITAL BUSINESS MODELS

(Common Paper to University and Affiliated Colleges)

(Revised Regulations w.e.f. 2021-2022)

Time: 3 Hours

Max. Marks :70

PART - A

(Descriptive/Numerical Type Questions)

Answer any Five questions. Each question carries 10 marks.

(5×10=50)

1. Explain various digital technologies with suitable examples?
2. Examine the micro economics policies in digital business?
3. What are the various areas of digitalization? Explain with suitable example?
4. Define SaaS? Explain various options involved in it?
5. Write a short note on Reskilling? Also explain its importance?
6. Illustrate the work arrangements and labour automation with AI and Robotics?
7. What are the benefits and rights of platforms?
8. Discuss the regulations of parent country and host country with suitable examples?
9. Explain the process of product life cycle with suitable example?
10. Discuss the need and importance of social media management?

PART - B

(Case Analysis)

(20)

11. E-Commerce transactions in India are gaining popularity at the very fast pace majorly due to its attributes of ease of shopping, good discounts, social media integration, cash on delivery mode of payment etc., the industry is all set to grow and beat the records considering the recent show of strength of several E-commerce companies of India Inc in their capability to raise funds as well.

Flipkart is one of the leading Indian e-commerce companies headquartered in Bangalore, Karnataka. The overall brand value of Flipkart is good, but it is facing tough competition from its global as well as local competitors. But in India, it is the most superior E-business portal which is aggressively expanding the planting its roots deep into the Indian market and at the same time shifting the mindset of the people ie., from going and shopping from physical stores to online stores, which is enormous.

The following questions should be answered based on the above case study.

Questions:

- a) Discuss the initial challenges faced by Flipkart.
- b) How Flipkart succeeded in building the Trust of online customers?
- c) How social media can be used to increase the market share of the brand?

M.B.A. DEGREE EXAMINATION, JULY/AUGUST - 2024

FOURTH SEMESTER

PAPER : 402 - STRATEGIC MANAGEMENT

(Revised Regulations w.e.f. 2021-2022)

(Common Paper to University and Affiliated Colleges)

Time: 3 Hours

Max. Marks :70

PART - A

(Descriptive/Numerical type questions)

Answer any FIVE Questions, each question carries 10 marks (5×10=50)

1. What is envisioning? Explain giving examples from the business world.
2. Briefly explain various stages of a strategic management process with the help of suitable examples.
3. What is an expansion strategy? Explain any one of the expansion strategies applicable to the corporate houses, giving suitable examples.
4. What do you understand by a 'General Environment' for a business? How is it important for a business organization? Explain.
5. Describe the changing role of cost in different market conditions giving examples.
6. Write notes on the following :
(a) Balanced Scorecard (b) Dimensions of Leadership Styles.
7. Write brief notes on the following:
(a) BCG Matrix (b) GE Nine Cell matrix.
8. What is the relationship between strategic planning and strategic control process? Explain
9. Does corporate culture play a crucial role in the development of an organization? Justify.
10. Describe the major components of corporate strategy and discuss the levels of strategy in an organisation.

PART -B
(Case Analysis)

(20)

11. One of the hardest hit industries amid the COVID-19 pandemic is the airline industry. Mainly because passengers sit so closely together in a small space, which hasn't been allowed due to the social-distancing guidelines. That could change for the foreseeable future as many U. S. airlines are putting new guidelines into place for flying and going through the airports. All major U. S. airlines have slashed flight schedules considerably in response to the record low demand for air travel. The number of passengers at U. S. airports is down more than 93% compared to last year. American, United, South-west and Delta have already reported a collective loss of \$4 billion in the first three months of 2020. The International Air Transport Association (IATA) has warned that the global aviation industry could take a hit of more than \$300 billion due to COVID-19. In an effort to prevent layoffs, the U. S. government agreed to a \$25 billion bailout for the major passenger U. S. airlines through the Payroll Support Program under the CARES Act. In receiving this money, which is comprised of grants and loans, airlines must refrain from laying off employees through the end of September, and must temporarily eliminate stock buybacks and reduce executive compensation.

Travelers boarding most U. S. planes must now wear a face covering. Major U. S. airlines have already mandated that both passengers and crew must wear face coverings, and have enhanced their cleaning procedures and implemented policies aimed at encouraging social distancing by reducing the number of seats available and blocking some or all middle seats. In the U. S., Airports in Washington state, thermal cameras test passengers for fevers before they go through the checkpoint. Airlines then can determine whether passengers flagged with a high temperature can fly. Overseas, Emirates became the first airline in the world to conduct a rapid COVID19 test for passengers in Dubai. It's a blood test that reportedly returns results in ten minutes. Carriers' maintenance teams are spending countless hours to ensure their planes are ready to take to the skies. United Airlines has parked 70 aircraft alone at Dulles International Airport, one of the airline's hubs.

American Airlines pilot Capt. Dennis Tajer has been flying commercial planes for more than 30 years. "Three decades of this and this is my first time I'm packing things like masks, wipes and sanitizers."

There is no question that these new guidelines for flying with most U. S. airlines are going to take time to getting used to. This is only one of the major precautions that we are going to see for the future that is going to be considered the "new norm." With that being said, I think this is a step in the right direction to ensure the health and safety of people flying.

Individualism

According to Milton Friedman the only goal of business is to profit, so the only obligation that the business person has is to maximize profit for the owner or the stockholders, but it must be within the law. In this case, an individualistic person would disagree with these new guidelines for flying because if you leave empty seats on the planes, then these airline companies are not maximizing profit. Furthermore, the amount of time it takes to actually get through the airport because of these guidelines could be delayed for many people, which also is not maximizing profit or distribution of services throughout the airport. However, these new guidelines could be agreed upon through Tibor Machan's theory which states that the direct goal of profiting may need to be met by indirect goals not aimed at profiting and business people may have other goals and those goals may at times be prioritized over the goals of profit-maximizing. An Individualistic person under Machan's theory would say that the health and safety of the passengers needs to be prioritized first and profit will come later as these airlines get back on track.

Utilitarianism

The goal of utilitarianism is to maximize happiness in yourself as well as others. According to John Stuart Mill, utilitarianism says that happiness or pleasure is the only things of intrinsic value. In this case, a utilitarian would agree with these guidelines because the airlines are ensuring the health and safety of their passengers, which would help the passengers feel more comfortable and happier to fly again. Even though the circumstances are not ideal and the wait times could be delayed, at least people are able to fly again and they can do so with the necessary precautions.

Kantianism

Immanuel Kant came up with the four basic principles of Kantianism. These are to act rationally; allow and help people to make rational decisions; respect people, their autonomy, and individual needs and differences; and be motivated by good will, seeking to do what is right because it is right. A Kantian would also agree with these new guidelines to fly because the airlines that are putting these guidelines into place are following all four basic principles. They are being totally transparent with their passenger and want to ensure their health and well-being.

Virtue Theory

Virtues are the characteristics that allow things to function properly. Aristotle came up with the virtue theory and said that rationality is the distinguishing characteristic among people. The four main virtues of character are courage, honesty, temperance/self-control, and justice/fairness. Aristotle also added that a thing is happy if it fulfills its function. In this case, a virtue theorist would agree with these guidelines that most airlines are setting into place. The airlines are acting completely rational and they should feel happy with themselves that

they are looking at their passengers as people and want to make sure their health is not compromised while flying with their airline. Most airlines that have set these guidelines into place have followed the four main virtues and, like everyone else, want to see the world get back to normal and get through this deadly pandemic.

Questions :

- (a) What do you understand by direct profits and indirect profits? How do you relate with the changing scenario of airlines industry? Discuss.
- (b) Which theory do you agree or disagree with? Justify.

M.B.A. DEGREE EXAMINATION, JULY/AUGUST - 2024

FOURTH SEMESTER

PAPER -403 - BUSINESS LAWS

(Common paper to University and Affiliated Colleges)

(Revised Regulations w.e.f. 2021-2022)

Time: 3 Hours

Max. Marks :70

PART - A

(Descriptive/Numerical type questions)

Answer any Five questions, Each question carries 10 marks.

(5×10=50)

1. List out the essential elements of valid contract. Explain.
2. Define 'Consideration'. Point out the salient features of the term 'Consideration' as defined in the Indian Contract Act.
3. Explain the general principles considered in sale of goods act 1930. How is it different/modified from the general law of contract?
4. Explain breach of conditions of contract of sales of goods act.
5. Discuss the duties and responsibilities of directors.
6. Distinguish the MEMORANDUM and ARTICLES OF ASSOCIATION and how the alternations can be made.
7. Explain the nature and scope of Social Responsibility of Business.
8. Explain the importance of Consumer Protection Act.
9. What do you understand winding up of a company? What are the different models of winding-up?
10. Explain the various concepts of Ethical practices.

PART - B
(Case Analysis)

(20)

11. Read the following two cases and answer accordingly:

- a) Mr. Anuj is the employer and sends Ajay in search of the pet cat which was missing for 3 days. After Ajay left in search of the cat Anuj advertise in a newspaper saying that whoever finds the cat will give a reward of Rs.10,000.
 - i) Can he claim the reward? Justify your answer.
- b) Mr. Arun developed a shopping mall at Mumbai at the request of Mr. Balu who is a municipal corporator. Mr. Chandru makes agreement to pay Rs.2,50,000. Mr. Arun accept the proposal of Mr. Chandru.
 - i) Is this an agreement or a contract? Justify your answer.

M.B.A. DEGREE EXAMINATION, JULY/AUGUST - 2024

FOURTH SEMESTER

PAPER : 404 - ORGANIZATION DEVELOPMENT

(Common Paper to University and Affiliated Colleges)

(Revised Regulations w.e.f. 2021-2022)

Time: 3 Hours

Max. Marks :70

PART-A

(Descriptive/Numerical Type Questions)

Answer any FIVE questions. Each question carries 10 marks.

(5×10=50)

1. Describe and discuss different stages of organizational development and identify the essentials for effective organizational development.
2. Explain the importance of Business Ethics in the present day context. Discuss various ethical issues in management functions. Give examples.
3. Describe the process of change and discuss the phases of planned change and their effectiveness.
4. Explain Lewin's model in process of change and interventions in Managing Resistance to change.
5. Briefly describe Role analysis as an OD intervention. Cite suitable examples.
6. What is the purpose of organizational analysis ? Critically evaluate any two methods of diagnosing.
7. What are the objectives of T-Group training and briefly discuss the benefits of T-Group Training at individual, group and organizational levels.
8. Briefly describe different stages of Group Development and discuss the effects of Group Processes on Team Performance.
9. Discuss the concept, process and mechanisms of organizational learning.
10. Explain the meaning and purpose of organizational design. Describe the basic principles of good organizational design and discuss the key factors which affect an organizational design.

PART -B
(Case Analysis)

(20)

- 11 "Mr. Nagrath, as you know, last month we conducted our first employee satisfaction survey Online and we received tremendous response from all over the organization. I am going to make a formal presentation in the management committee meet. But before that, I would like to share the results of your division with you, as I'll be doing with each functional head separately," said Ragini, the VP (HR) to Jayesh Nagrath who had worked in Speedstar Tyres for 28 years and was second-in-command to Mr. Anurag Bhasin, the CEO.

Nagrath raised his eyes briefly to look up at her (who had joined two years back in the company) and then went back to shuffling through the heap of papers on his desk, beckoning to her with casual wave to continue. Ragini, ignoring his disinterest, said that, "Well your division seems to have the lowest employee satisfaction scores compared to other divisions."

Nagrath shrugged, as if unaffected. "People will write anything in a survey. I don't take this seriously."

"I think we need to take it seriously, Mr. Nagrath as the survey is conducted by Gallup - world leaders in Employee Satisfaction Research," said Ragini.

"So what next?" asked Nagrath casually. Ragini said, "We have several issues on hand which need to be addressed." Nagrath retorted, "Issues, what issues?"

Most importantly, a large number of people have mentioned that they feel restricted in making decisions, and that they need more space to work independently. Nagrath was frowning now. He looked at her intently and said, "What does that mean?" Ragini hesitated a bit and said ... "There seem to be leadership issues."

"What do you know? You have been here since two years. Do you mean to say that we are a bunch of fools sitting here, running this company? All that we have been doing has been wrong?"

Ragini fumbled, "Mr. Nagrath, this is not what I said." That seemed to fuel his anger even more. "Are you saying I am deaf ? That's exactly what you said. You want to say that we don't know how to manage our people..... and they are unclear about their roles ? Don't I understand what you really mean? You are accusing me of being a bad leader? What do you know about leadership? Do I have to learn the basics of leadership from novices like you?" Nagrath was almost shouting at her. "

Will you let me explain?," she ventured, as he paused to take a breath. He shook his head vehemently and said "No ... No ... not at all! I refuse to have any further discussions with you. I cannot believe Anurag hired you as the VP (HR). I would never have considered you as a manager in my team!," retorted Nagrath.

That was it. He had crossed all limits of decency. "I cannot believe you just said that!" Ragini pushed back her chair and rose. Her voice was surprisingly calm, though she was trembling with anger. She said, "You are arrogant to the point of being rude and you may be used to stepping all over people and getting away with it, but I will not take this from you".

"What???" For a second Nagrath was taken aback. In his 28 years at Speedstar Tyres, nobody had ever talked to him like that before. She stomped out of the room before he could react. She needed to cool down and helped herself with coffee from the vending machine.

There was no more anger in her, only disappointment.. .. and depression. She had accomplished a lot over her short stint as VP (HR) in the < 800-crore tyre manufacturing company. The company had recently completed a foreign collaboration and the CEO, Anurag Bhasin was pushing for modernization and aggressive growth on all fronts. The only hitch in the way was Jayesh Nagrath, the senior Vice President in charge of operations and manufacturing. He would find flaws with every new initiative.

Nagrath had been an autocratic boss, a style he had developed to perfection while dealing with trade unions during his formative years. He had no formal management education, but his armoury of astute intuition and negotiation skills made him a hero in labour relations. When he rose to become Corporate Head of Operations and Manufacturing at 54 years, it was too late to change. Perhaps his long years in the company and overdependence of Anurag on him, made him arrogant and the senior management team believed that he was not receptive to new ideas and change. They accepted his abrasive style as a rub-off of his powerful position and authority.

But ever since Speedstar's joint venture with a French company, Nagrath's influence over Bhasin's decisions was getting diluted. But Bhasin never wanted to lose Nagrath as he was the hero of the 1990s turnaround.

Ragini, over the last two years, learnt about how people functioned at Speedstar. She, in her inimical style of working with people, could sell her modern management ideas to everybody. Only Nagrath was not impressed with her. She thought that gradually she can change Nagrath too, but after today's incident, she did not want to try any more.

Gautam, the head of marketing, greeted Ragini when she was musing on the incident with Nagrath. He too confided in Ragini, that all his global plans were resisted by Nagrath and he

was insulted for giving new product plans. He was also contemplating sharing his views with Anurag Bhasin, the CEO.

Ragini also confided in Gautam about her altercations with Nagrath and sought his views about talking to Bhasin on the issue as Nagrath and Bhasin have a good equation.

Gautam observed that, "Equations don't make companies succeed, strategy and hard work does. Let us not allow some Nagrath types stop us from change and development. It is better to talk to Bhasin.

Ragini reflected over what Gautam had just said. Was it a good idea to confide in Bhasin? After all, it was not just the employee satisfaction survey. She would face resistance from Nagrath every step of the way, in everything she would initiate. Wouldn't she become vulnerable if she let Bhasin know she couldn't handle Nagrath?

Questions :

- Identify the conflicting issues that appear in the deliberations of the organizational members.
- What kind of culture does the organization have?
- What interventions do you suggest to resolve the issues?

M.B.A. DEGREE EXAMINATION, JULY/AUGUST - 2024**FOURTH SEMESTER****PAPER-431 : STRATEGIC HUMAN RESOURCE DEVELOPMENT***(Common Paper to University and Affiliated Colleges)**(Revised Regulations w.e.f. 2021-2022)***Time: 3 Hours****Max. Marks : 70****PART - A****(Descriptive/Numerical Type Questions)****Answer any Five questions. Each question carries 10 marks. (5×10=50)**

1. Explain the framework of Strategic HR Management Process.
2. Explain the links to HR, strategy and business goals with examples.
3. Explain the concepts related to HR planning process, techniques/methods.
4. Throw light on the concept and need of Human Resource Information System (HRIS). Describe IT supported Human Resource Information System (HRIS) and compare it with the manual system.
5. State the Principles of e-selection and recruitment. What are the advantages?
6. "With global economy and the world becoming a global village, the business enterprises have become extremely cautious of the need for hiring competent human resources and developing core competencies for every organization". Elaborate the above statement and discuss the underlying concept, with relevant examples.
7. What are the objectives of coaching and mentoring? What is their significance in an organization? Explain with examples.
8. Critically examine any two methods of performance appraisal. Cite suitable examples.
9. Discuss the HRM approach to employee relations.
10. Explain the need and importance of employees' involvement and participation in decision making and management of organization.

PART - B
(Case Analysis)

(20)

11. Microelectronics, a California-based electronics defense contractor, has enjoyed a smooth growth curve over the past five years, primarily because of favorable defense funding during the Reagan administration's build-up of U.S. Military defenses. Microelectronics has had numerous contracts to design and develop guidance and radar systems for military weaponry.

Although the favorable funding cycle has enabled Microelectronics to grow at a steady rate, the company is finding it increasingly difficult to keep its really good engineers. Based on extensive turnover analyses conducted by Ned Jackson, the human resources planning manager. Microelectronics' problem seems to be its inability to keep engineers beyond the 'critical' five year point. Apparently, the probability of turnover drops dramatically after five years of service. Ned's conclusion is that Microelectronics has been essentially serving as an industry college. Their staffing strategy has always been to hire the best and brightest engineers from the best engineering schools in the United States.

Ned believes that these engineers often get lost in the shuffle at the time they join the firm. For example, most (if not all) of the new hires must work on non-classified projects until cleared by security to join a designated major project. Security clearance usually takes anywhere from six to ten months. In the meantime the major project has started, and these young engineers frequently miss out on its design phase, considered the most creative and challenging segment of the program. Because of the nature of project work, new engineers often have difficulty learning the organizational culture-such as who to ask when you have a problem, what the general do's and don'ts are, and why the organization does things in a certain way.

After heading a task force of human resource professionals within Microelectronics, Ned has been designated to present to top management a proposal designed to reduce turnover among young engineering recruits. The essence of his plan is to create a mentor program, except that in this plan the mentors will not be the seasoned graybeards of Microelectronics, but rather those engineers in the critical three-to-five year service window, the period of highest turnover. These engineers will be paired with new engineering recruits before the recruits actually report to Microelectronics for work.

According to the task force, the programme is twofold: (1) it benefits the newcomer by easing the transition into the company, and (2) it helps the three-to-five year service engineers by enabling them to serve an important role for the company. By performing the mentor role, these engineers will become more committed and hence less likely to leave. As Ned prepared his fifteen-minutes presentation for top management, he wondered if he had adequately anticipated the possible objections to the program in order to make an

intelligent defense of it. Only time would tell.

Questions:

- a) Identify the salient issues from HR point of view for this case.
 - b) If you were to study this turnover problem, how would you conduct a needs analysis or evolve a counselling programme?
 - c) What are the causes of dissatisfaction and turnover in Microelectronics?
 - d) Do you find the mentoring programme suitable to reduce turnover? Justify your answer.
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M.B.A. DEGREE EXAMINATION, JULY/AUGUST - 2024

FOURTH SEMESTER

PAPER -414 -RETAIL MANAGEMENT

(Common paper to University and Affiliated Colleges)

(Revised Regulations w.e.f. 2021-2022)

Time : 3 Hours

Max. Marks : 70

PART - A

(Descriptive/Numerical Type Questions)

Answer any FIVE questions, Each question carries 10 marks.

(5×10=50)

1. Discuss the importance of atmospherics in retail business. Explain the key components of retail atmospherics giving suitable examples.
2. Discuss the importance of Retailing from Consumers point of view. Explain multichannel retailing and other emerging trends. What are the benefits to customers of these alternative channels? Explain.
3. Explain the elements of store design with examples.
4. Discuss the factors taken into account while finalization of retail site/location. Also state key objectives of store space management.
5. Analyze the objectives of merchandising with reference to retailing.
6. How important is the role of pricing in retail marketing mix? Discuss various pricing strategies used in retailing giving suitable examples.
7. Describe various media of communication used by retailers to interact with customers.
8. As a customer, explain how do you evaluate customer service quality of retail store.
9. Describe the various types of retail formats with examples.
10. Write a short notes on **each** of the following:
 - a) Online retailing
 - b) Merchandise depots
 - c) Interactive kiosk' shopping arcades.

PART - B

(Case Analysis)

(20)

11. A company is in cosmetics business. It is getting the products manufactured from outside and has MOU with supporting manufactures under strict Quality Control. For Retailing their products, they want to decide to market them through established brick and motor retail stores as well want to go for E-tailing. The company has decided to go for its own branding of products. You have been appointed as a consultant. Kindly advise the company with regards to :

- a) Suggest a suitable IMC (Integrated Marketing Communication) strategy for promotion of their brand.
 - b) For E-tailing their brand, what are the guidelines and process they have to follow to be successful. Discuss.
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M.B.A. DEGREE EXAMINATION, JULY/AUGUST - 2024

FOURTH SEMESTER

PAPER -416 - SALES MANAGEMENT

(Revised Regulations w.e.f. 2021-2022)

(Common paper to University and Affiliated Colleges)

Time: 3 Hours

Max. Marks : 70

PART - A

(Descriptive/Numerical Type Questions)

Answer any FIVE questions, Each question carries 10 marks.

(5×10=50)

1. What is personal selling process? Briefly discuss the various stages involved in personal selling process by highlighting the importance of each of these stages.
2. How would the sales process differ in the following:
 - i) Salesman promoting credit cards
 - ii) Salesman selling residential properties.
3. What is Sales Organization? Discuss the need for Sales Organization.
4. What constitutes territory management? Explain the criteria you would consider while planning territories for the sales force.
5. What are the basic components of a compensation package? Explain briefly the factors influencing the design of compensation schemes.
6. What are the major objectives of conducting training for sales force? Suggest and explain suitable training programme for fresh engineering graduates who would be taking up independent selling assignment for Industrial Products.
7. Explain the meaning and importance of Sales Quotas. Discuss the attributes of a good sales quota plan.
8. Critically evaluate the significance of monitoring and controlling the firm's sales force in the light of the enterprise's sales objectives.
9. Discuss the linkage between sales and distribution.
10. Explain the need, criterion and establishing objectives for intermediaries.

PART - B
(Case Analysis)

(20)

11. APL is a city-based electric vehicles start-up which commenced delivery of Alpha 1.0, a new generation electric bike. The cost effective, performance-oriented and stylish electric bike was handed over to the first ten customers by the founder CEO at their manufacturing plant, on the outskirts of Hyderabad, in the State of Telangana.

According to the CEO, the Alpha 1.0 e-bike launched during September 2020 had generated widespread interest in the market. The bike was specifically designed and targeted for the needs of upwardly mobile Indian consumers with a competitive base price of < 50,000 only.

The bike is powered by a lithium-ion battery pack that charges in just four hours and offers a range of 100 kmph in a single charge. The bike does not need registration and the person driving it does not need a license.

Since its launch, the company has received over five hundred bookings from across India. Looking at the positive response, the company is now contemplating to establish company outlets as a one-stop shop for the customers, offering the best of sales and service. To begin with, the company would be considering those locations where they have received sizeable bookings.

- a) What recruitment sources will be considered for appointing a sales and service team for the company's outlet? Justify.
- b) Identify the areas where training is essential for a product of this kind? Discuss the components of the training program so identified.
- c) Propose a suitable yet an attractive type of Sales display to build traffic and enhance the sales of the outlet.

Assume that you have bright chances of being hired by a large sized cement company for a middle level sales manager's position with independent operations. In the process of the interview for the said position you are asked what you think would be a 'Fair' compensation package that would be suitable? Using the information that is available in the course material answer the following:

Questions:

- i) Propose the basic components of compensation package for the above position.
- ii) What factors would you consider for proposing suitable compensation package and why?

**MASTER OF BUSINESS ADMINISTRATION DEGREE EXAMINATION
JULY/AUGUST - 2024**

FOURTH SEMESTER

BRANCH: M.Com

PAPER - 405 B : BUSINESS ETHICS(Open elective)

(Common Paper to University and all Affiliated Colleges)

(Under C.B.C.S. New Regulations w.e.f. 2021-2022)

Time : 3 Hours

Max. Marks : 80

PART - A

Answer any Five questions . Each question carries 4 marks.

(5×4=20)

1. Business Ethics.
2. Improving ethics in business.
3. Framework for ethical decision-making.
4. Growth of Global Corporation.
5. Code of conduct.
6. Development of business ethics.
7. Theory of ethical egoism.
8. Role of leadership in promoting ethical decision.
9. Ethics in International business.
10. Disciplinary system.

PART - B

(Essay Questions)

Answer All questions. Each question carries 12 marks.

(5×12=60)

11. a) What are the principles of Business Ethics?

(OR)

- b) Describe the purpose and components of a typical code of ethics in business.

12. a) Discuss the sources of business ethics and their impact on organizational behaviour.

(OR)

b) Describe the theory of ethical utilitarianism and its application to business ethics.

13. a) Discuss three factors that influence ethical decision-making within organizations.

(OR)

b) How do cross-holder conflicts and completion impact ethical decision-making in business?

14. a) Define globalization and its impact on business operations worldwide.

(OR)

b) Discuss the importance of business ethics in the global economy and its implications for multinational corporations.

15. a) Discuss the relationship between human nature and unethical behaviour in organizations.

(OR)

b) What mechanisms can organizations use to monitor and enforce ethical standards among employees?