

Name:

Enrolment No:



UPES
End Semester Examination, December 2024

Course: Business Ethics and CSR
Program: BBA/BCom/Int. BBA-BCom MBA
Course Code: HRES2032

Semester: 3
Time: 03 hrs
Max. Marks: 100

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
1	Guiding business behaviour based on moral principles and values is the primary focus of _____	[2]	CO1
2	What is the 'ethical dilemma' faced by a business? a) A situation where no legal regulations are involved b) A situation where a business must choose between two equally undesirable options c) A situation where the business is forced to increase prices d) A situation where business success is guaranteed regardless of ethics	[2]	CO1
3	Which of the following would likely be considered an unethical practice in business? a) Engaging in bribery or corruption b) Developing innovative products c) Promoting diversity and inclusion in the workplace d) Paying fair wages to employees	[2]	CO1
4	Which of the following is true about ethical leadership in business? a) Ethical leaders focus only on maximizing profits b) Ethical leadership is about making decisions that benefit only shareholders c) Ethical leaders set an example and promote a culture of ethics in the organization d) Ethical leaders avoid taking responsibility for unethical actions Which of the following is a common ethical issue in business? a) Employee discrimination b) Excessive marketing and advertising	[2]	CO1

	c) Consumer rights and protection d) All of the above		
5	Which of the following is a key principle in business ethics? a) Profit is the only consideration in business decision-making b) Transparency is essential for building trust and credibility c) Avoiding taxes is acceptable to maximize profits d) Managers can ignore employee welfare to meet financial goals	[2]	CO1
6	_____ is considered as the combination of rules, processes or laws by which businesses are operated, regulated.	[2]	CO1
7	What are the 4 Ps of Corporate Governance? a) people, process, performance, profit b) people, process, performance, purpose c) performance, planet, profit, purpose d) planet, process, people, product	[2]	CO1
8	_____ considers that companies should consider the interests of all stakeholders, including shareholders, employees, customers, suppliers, the community, and the environment.	[2]	CO1
9	What does the concept of "triple bottom line" in business sustainability refer to? a) Balancing profit, pricing, and products b) Focusing solely on financial profit c) Balancing people, planet, and profit d) Increasing efficiency through automation	[2]	CO1
10	Which of the following is NOT typically a goal of ethical consumerism in business ethics? a) Supporting businesses with transparent supply chains that prioritize fair labour practices b) Encouraging the use of renewable resources and sustainable production methods c) Ensuring that businesses exploit natural resources without concern for future generations d) Reducing the overall environmental footprint of production and consumption	[2]	CO1
SECTION B 4Qx5M= 20 Marks			
Q11	What is "employee exploitation," and what are some examples of how it can occur in the workplace?	[5]	CO2
Q12	Briefly explain the concept of Environmental Ethics. How does it contribute in the sustainability of a business?	[5]	CO2

Q13	How do you ensure ethics in finance business function? Quote a relevant example in reference.	[5]	CO2
Q14	Write a short note on ethical use of AI in decision making function of businesses.	[5]	CO2
SECTION-C 3Qx10M=30 Marks			
Q15	Discuss the concept of ethical supply chain with relevant examples. How unethical supply chain affect the prices of staple goods.	[10]	CO3
Q16	Why is it important for businesses to balance economic growth with environmental and social responsibility? Explain with relevant corporate examples.	[10]	CO3
Q17	Bharat aluminum Company (BALCO), a mid-sized manufacturing company specializing in solar panel production, has been a leader in renewable energy for over 15 years. The company has always positioned well on producing environmentally friendly products and providing solutions to reduce carbon footprints globally. However, as the company expanded, it faced increasing scrutiny from consumers, investors, and regulators on its social and environmental impact. In 2022, BALCO's management decided to formally embrace Corporate Social Responsibility (CSR) to ensure that its growth was aligned with ethical business practices and contributed positively to society. Despite these efforts, BALCO faced several challenges such as stakeholder pressure, balancing profits and CSR affecting the supply chain ethics. a) What are the ethical considerations that BALCO must consider when implementing CSR practices, particularly regarding its environmental impact? b) Do you think BALCO commitment to CSR could give it a competitive advantage in the market? Why or why not?	[10]	CO3
SECTION-D 2Qx15M= 30 Marks			
	Jet Airways, once one of India's leading airlines, built a reputation for quality service and became a major player in the Indian aviation industry. However, as competition increased and financial pressures mounted, the airline faced difficulties sustaining its growth and profitability. By 2008, Jet Airways found itself struggling with rising fuel prices, intense competition, and operational challenges, which led to major cost-cutting measures. In October 2008, Jet Airways announced layoffs affecting approximately 1,900 employees overnight, with an additional 800 job cuts anticipated. Employees were reportedly notified via phone calls and emails late at night, with many finding out that they no longer had jobs when they arrived at work the next day. The layoffs were not handled with transparency, empathy, or adequate communication, leaving employees feeling blindsided and abandoned. This sudden action led to public outcry and backlash. Employees protested, media coverage highlighted the harsh treatment, and the public viewed the company's actions as callous. In response to the backlash, Jet Airways' founder, Naresh Goyal, reversed the layoffs within 48 hours, citing emotional reasons and expressing regret for the stress caused to the employees. The Airways' actions raised significant ethical concerns in business and HR management. The lack of empathy, transparency, and		

	adequate communication not only affected employees but also damaged the company's reputation and eroded trust with the public. Such practices reflect a disregard for ethical principles, including respect, integrity, and fairness in managing human resources.		
Q-18	How important is transparency in HR practices, particularly in situations like layoffs? How could Jet Airways have handled the communication around layoffs more ethically?	[15]	CO3
Q-19	What ethical obligations do companies have to ensure fair treatment and respect for their employees? How can companies learn from ethical failures in HR to avoid similar issues in the future?	[15]	CO3