

June 2014

Bachelor of Business Administration (BBA) Examination

VI Semester

Indian Ethos in Management

Time 3 Hours].

[Max. Marks 80

Note : Attempt any four questions from Section A. Each question of Section A carries 15 marks. Section B is compulsory and carries 20 marks.

Section A

1. What is Business Ethics ? How it is related to Moral Obligations ? Justify your answer with suitable example.
2. Describe a Holistic Management System with respect to Indian perspective with suitable example.
3. What is Work Ethics ? How can one manage stress at workplace ?
4. "Indian Ethos in Management, is playing a vital role in modern day management." Critically examine the statement with the help of example.
5. Explain Garidhian Approach in Management and Trusteeship. How social values and political environment does reflect values in management ?
6. What is Corporate Social Responsibility (CSR) ? Also explain the implications on current corporate scenario with the help of suitable example.

Section B

7. Analyze the following case and answer the questions given at the end of the case :

The cost of keeping secret Philip, a design engineer, left his job with a life worth, and accepted a job with their main competitor National Tyre. After six months his new employer asked him to cooperate in designing a 1,20,000 km., puncture proof radial tyre. At his former employer Lifeworth he had been instrumental in drawing up designs for a similar tyre that Lifeworth was not only interested in producing but was also counting on to revitalize its sagging profit curve.

When starting with lifeworth he had signed a written agreement promising, to refrain disclosing any classified information directly or indirectly to competitors for a period of two years after his termination with Lifeworth. When he announced his departure Life worth's president had reminded

him of his agreement, insisting on the fact that his work on the new radial was highly classified. Philip had assured the president that he anticipated no conflict of interests since National had given him every reason to believe that it wanted him primarily in a managerial position. After six months at National his engineering director made it clear to Philip that they needed his technical input on his new project so during a talk with director Philip explained his dilemma.

While sympathetic to Philip's dilemma, the director broadly hinted that refusal to provide constructive input would not only result in a substantial disservice to National but was bound to affect Philip's standing with the firm. "After all", the director said, it is very difficult to justify paying a man a handsome salary and expediting his movement up the organizational ladder when his allegiances obviously lie elsewhere.

Questions :

1. Explain the ethical value conflict problems posted by Philip in this business situation.
2. Advice a solution, putting yourself in the place of Philip. Give reasons for your advice.

