

May 2017  
M. B. A. (Hospital Administration) Examination

Fourth Semester  
**BUSINESS ETHICS AND MANAGEMENT BY INDIAN VALUES**

Time 3 Hours]

[Max. Marks 80

Note : The paper have two sections A and B. Section A, worth 48 marks will comprise of five theory question out of which a student will be required to attempt any three question. All questions carry equal marks i.e. 16 marks each. Section B, worth 32 marks will contain one or more cases.

Section A

- 1✓ Discuss the concept of Business Ethics. What do you understand by Moral Standards ? What makes us confusing at the time of its implementation in Business Activities ?
2. Discuss Ethical Standards and Moral Responsibility of Business with implications related to current corporate scenario. Explain Public Accountability and Entrepreneurial Responsibility.
- 3✓ Give an account of Values and Ethos received from Vedās, Shāstras, Purānas and Upnīshads which are important for healthy and prosperous corporate sector.
4. What is Nishkam Karma Yoga ? Discuss professionalism and effectiveness using this concept. How interpersonal effectiveness can be achieved ?
- 5✓ Write short notes on any two of the following :
  - (a) Corporate Social Responsibility.
  - (b) Indian Morals of Leadership and Motivation.
  - (c) Cultural Heritage of India and its relevance for Modern Management.
  - (d) Work Place Spirituality.

Section B

6. Read the case study given below and answer the questions which follows :

**PATENTING OF STEM CELLS – IS IT ETHICAL ?**

Since embryonic stem cell research involves the destruction of human cell embryo, it has ethical concerns all over the world. Basically stem cells are undifferentiated cells bordered by a margin of differentiated cells. These stem cells are incipient cells that do not have any traits of a specific organ cell, but are the precursors to normal organic cells. There are three types of stem cells – Endoderm, Mesoderm and Ectoderm. These cells in turn grow into cells that form Gut, Bone Marrow, Cartilage, Muscle, Kidney, Liver, etc. Stem Cells can be derived from a variety of sources such as the human embryo, fetal tissues, umbilical cord, bone marrow, etc.

Stem Cells can be successfully used for curing a wide range of degenerative diseases like Cancer, Diabetes, Cardiac problems, etc. Currently Stem Cell Research is being used for understanding the development biology of the embryo, which helps to understand the reason behind defective births, infertility and so on.

In developing nations like India, where assisted reproduction techniques are considered legitimate, embryos sourced from the fertility clinics are permitted for usage by the research, on the condition, that the researchers seek approval from the donors. The government is trying to freeze the possibility of illegal trading or exporting of the human embryos.

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Another issue raised by Stem Cell research concerns the patenting of Stem Cells. Right from the beginning of the research on embryonic stem cells by James Thomson at Wisconsin, stem cells along with their production techniques and replication methods were applied for patents to the US Patents Office. This Office has already granted to Aastrom Biosciences. This patent protects various fundamental technologies pertaining to stem cells and ex-vivo gene therapy. Patent rights were issued even for the replication and genetic modification of human stem cells and the procedure for growing human Hematopoietic Stem Cells, which are the source of all the blood and immune cells.

**Questions –**

- Q1. What are the main issues addressed in the Case Study?
- Q2. Is it ethical to allow Patenting of Biological Technologies like Stem Cell Research, which is capable of curing several diseases?