



INDIAN INSTITUTE OF MATERIALS MANAGEMENT

Dec 2018

Post Graduate Diploma in Supply Chain Management & Logistics

Post Graduate Diploma in Materials Management - 2 years

PAPER No. 4

Business Ethics & Value System

Date : 26.12.2018

Max. Marks : 100

Time : 2.00 p.m. to 5.00 p.m.

Duration : 3 Hrs.

Instructions:

- 1. From Part A – answer all questions (compulsory). Each sub questions carries 1 mark. Total : 20 Marks
  - 2. From Part B – Answer any 3 questions out of 5 questions. Each question carries 20 marks. Total : 60 Marks
  - 3. Part C is a case study (compulsory) with questions. Read the case study carefully and answer the questions  
(5 questions of 4 marks each) Total: 20 Marks
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PART A

20 marks

(Compulsory. Each sub-question carries 1 mark)

Q. 1. Fill in the blank.

[5 marks]

- i) ----- is a system of moral principles , rules and conduct.
- ii) ----- gives guidelines and frames the scope of ethical activities.
- iii) ----- is a sign of maturity, civility and decency.
- iv) ----- are the deep- seated ideas and feelings that manifest themselves as behavior or conduct .
- v) In evaluating decision two elements should be considered ----- and Accountability.

Q.2. State True or False

[5 marks]

- a) Discrimination is wrong because it violates a person`s basic moral right .
- b ) Ethical practices decline the market competition.
- c ) Personnel ethics requires emotional honesty, emotional intelligence and walking talk.
- d) A code of conduct statement describes what a organisation is expecting from its employees.
- e) Incentives and rewards are a key component in any performance management system.

**Q.3. Expand the following**

**[5 marks]**

- a) AAA
- b) HRM
- c) CSR
- d) OECD
- e) TQM

**Q.4. Match the following: - [5marks]**

S .NO	Column A		Column B
1	Teleological Theories	a.	Theory strongly advocate the good quality of ethics such as comfortable nature, timeless and universal application. it has suggested moral virtues such as courage, self-control, generosity, high mindness, friendliness, truthfulness and modesty.
2	Deontological Theories	b.	The theories give equal importance to the means and the end. It emphasizes duty as the basis of moral values. getting corrupted for discharging our duties is also against the principle of this theory.
3	Ethical Relativism	c.	Baby learns to cry when it wants something, In a very rudimentary way, one may say that baby has evaluated that crying and found it serviceable.
4	Customary Morality	d.	A great deal is depending on what is good and what is bad. The theories give importance to the end and are not bothered about the means.
5	Virtue Ethics	e.	The theory embraces that morality is relative to the norms of one's culture. That is whether the action is right or wrong depends on the moral norms of the society in which it is practiced.

**PART B**

**60 marks**

**(Attempt any 3 . Each question carries 20 marks )**

- Q.5.** Computers & mobiles are driving human life . What are the challenges for data safety & security?
- Q.6.** Describe the factors affecting business ethics ?
- Q.7.** Social responsibility is a expenditure or investment describe in detail ?
- Q.8.** Examine the unethical practices in Purchase, Marketing and HRD, suggest the corrective Actions plan ?

**Q.9. Write short notes on any four ( 4 x 5 = 20 marks)**

- a. Difference between Values and Skills
- b. Ethics and Advertisement .
- c. Code of conduct .
- d. Whistle blowing
- e. Diversity in Workforce.

## PART C

**20 marks**

**Q. 10. Case study – Compulsory**

ONGC is one of the major companies of India. From its inception, ONGC has consistently contributed to various CSR programmes. It has initiatives in health, education, infrastructure and culture. A percentage of profit is devoted to various social-economic development programmes. It has drafted a corporate citizenship policy to provide an outline of the CSR initiatives of the company.

In India, CSR has become an essential activity for business. In its early period, ONGC focused on disaster relief management and water management projects. In 1999, when the eastern state of Orissa was affected by cyclone, ONGC provided relief measures like food, drinking water, medicine and temporary shelters.

ONGC has been involving in various community development programmes like promotion of literacy and higher education by grants of scholarships.

ONGC took measures to reduce pollution and support conservation of resources through the utilisation of wastages in India. It has taken special efforts to protect environment. ONGC has set up an Institute of Petroleum Safety, Health and Environment Management to promote safety, health and environment standards in India

### **QUESTIONS:**

- 1 .What are the various initiatives taken by ONGC In CSR?
2. Why you feel pride working with ONGC?
3. Suggest what more could be added in CSR activities?

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