



INDIAN INSTITUTE OF MATERIALS MANAGEMENT
Post Graduate Diploma in Supply Chain Management & Logistics
Post Graduate Diploma in Materials Management- 2 years

Dec 2019

PAPER No. 4

Business Ethics and Corporate Social Responsibility

Date : 24.12.2019
Time : 2.00 p.m. to 5.00 p.m.

Max. Marks : 100
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 **Total: 20 Marks**

Part – A

20 Marks

(Attempt all questions. Each sub question carries 1 mark.)

Q.1 Select the right answers from the given choices [5 marks]

- 1) Business ethics relates to the _____ of conduct.
a. Code b. profit c. command
- 2) Ethics is a branch of _____
a. Physiology b. philosophy c. Biology.
- 3) _____ the process of taking normative ethical decisions based on objective rules.
a. Standard, b. Absolutism c. Application
- 4) _____ longest epic of the world.
a. Mahabharata, b. Vishnu Puran, c. Devi granth.
- 5) _____ refers to the set of behaviors, thoughts or values.
a. Rules b. Norms c. Provisions.

Q.2. State True or False [5 marks]

- 1) Ethical leaders strive to do what is right and good
- 2) Emphasis on professional relations more than personal relations applies to the modern style of management
- 3) Beliefs of individuals affect the manner in which they act under different circumstances.
- 4) Shareholders of the company would be interested in better profit value..
- 5) An individual can simply sail through life and expect things to fall into place.

Q.3 Abbreviations – expand it [5 marks]

- 1) ILO 2) MCA 3) DSD 4) NVG 5) BRR

Q.4 Fill in the blank**[5 marks]**

- 1) _____ refer to non-material aspects in the lives of individuals
- 2) To overcome the situation of ethical dilemma, suggestions should be taken from the _____
- 3) Karma states that when you dwell on negative thoughts, you create your own path to _____
- 4) Under the agency theory of corporate governance, the shareholders of the company act as _____
- 5) A common barrier in the implementation of CSR is the unavailability of _____

PART B**60 marks****(Attempt any 3 . Each question carries 20 marks)****Q.5 a) Discuss the 4-V model on Ethical Leadership? [10 marks]****b) Describe the concept of ethos in detail?) [10 marks]****Q. 6. a) Explain the concept of production, distribution and consumption in detail?****[10 marks]****b) Explain Value based Management?****[10 marks]****Q.7. a) What do you mean by Ethical Dilemma?****[10 marks]****b) Describe the concept of Karma leadership?****[10 marks]****Q.8. a) Explain the models of corporate governance in brief****[10 marks]****b) Explain corporate culture and its types?****[10 marks]****Q.9 Write short notes on any four [4 x 5 = 20 marks]****a) The 4-V Model.****b) Management lessons from the Sri Guru Granth Sahib.****c) Advantages of VBM.****d) Importance of CSR Reporting.****e) OECD Guidelines.****PART C****20 marks****Q. 10. Case study – Compulsory**

KFC is a well-known and very popular restaurant chain which specializes in chicken delicacies. They operate mainly through franchising models .with more awareness customers are very choosy about foods. So company is more conscious to use raw material which is more health friendly rather than risky for health of a customer. It is a moral duty of a company not to use trans-fats loaded oil and coloring dye which gives rise many health hazards.

In order to deal with this kind of dilemma, KFC issued a media statement of regret for utilizing above ingredients in their food. Also guaranteed an exhaustive examination concerning issue,

KFC frequently joins public service in China towards poverty alleviation and also supplies some basic products like cleaned water, bread, gauze masks, etc. Thus their conduct has left a positive impression on Chinese people and government and thus their brand image has improved a lot.

Now a day's business ethics is critical to a business association.

It can help a business association effectively win the appreciation of customers.

Questions the following questions with reference to above case study.

1. How does KFC deal with the issue of ethical dilemma?
2. What is the best ethical practice followed by KFC in China?
