

VVM's Shree Damodar College of Commerce & Economics, Margao, Goa
FY BBA(FS), Semester-I, Semester End Assessment, November 2023
MGF-111: BUSINESS ETHICS AND SUSTAINABILITY (OA- 38, NEP 2020)

Duration: 02 Hours

Marks:80

Instructions:

1. Start each question on fresh page.
2. All questions are compulsory, however choice is available for Q No 4 & 5

Q.1. Write a short note on the following

(4X2=8 Marks)

- a. Right Based Ethics
- b. Pricing Ethics
- c. List three key reasons why the conservation of natural resources is essential.
- d. Explain the concept of Carbon footprints for corporations.

Q2. a. Explicate the significance of ethical considerations in business decision-making, elaborating on the key principles and values that guide ethical behaviour within the business environment

(04 Marks)

Q2.b. GlobalTech Solutions, a multinational technology firm, has encountered instances of gender discrimination within its workforce, raising concerns about the company's ethical practices. As an HR consultant, explain the fundamental aspects of workplace ethics that GlobalTech Solutions should focus on to effectively tackle and prevent gender discrimination.

(04 Marks)

Q3.a. You are a project manager working on a tight deadline for a client. Due to unforeseen circumstances, it becomes clear that meeting the deadline would require compromising on the quality of the deliverables, potentially risking the long-term success of the project. As a manager, how would you apply deontological ethical theory to guide your actions in this situation?

(08 Marks)

b. Illustrate the concept of sustainability in the context of business operations and provide three examples of the 'Three Es of Sustainability' that businesses can integrate into their practices to promote sustainable development. Justify how each example contributes to the overall goal of sustainable business management.

(08 Marks)

Q4. A. i) Develop a biodiversity conservation strategy for a Bhagwan Mahavir Wildlife Sanctuary, integrating three practical approaches for preserving the local ecosystem. Illustrate how each approach contributes to the protection of biodiversity in the area. **(08 Marks)**

Q4. A. ii) Maze Ltd. a leading manufacturing company, is seeking to assess its overall sustainability performance using the Triple Bottom Line (TBL) method. The company has been operating for several decades and is known for its emphasis on environmental responsibility, employee well-being, and financial stability. Illustrate how the TBL method can be applied to assess ABC Corporation's performance. **(08 Marks)**

OR

Q4. A. iii) Bright Start Retail, a local grocery chain, has been grappling with employee dissatisfaction due to its seniority-based promotion system. Employees have expressed concerns about the current seniority-based system, citing a lack of motivation and stagnation. As a business management trainee, highlight the drawbacks of the current seniority-based promotion system and explain why transitioning to a merit-based promotion system would be more advantageous for the company's growth and employee satisfaction. **(08 Marks)**

Q4. A. iv) Describe three key ESG frameworks or standards that are commonly utilized by businesses to promote sustainable and responsible practices. **(08 Marks)**

Q5. Answer ANY FOUR of the following

I. A small local restaurant is found to be engaging in unethical practices, such as mislabeling food expiration dates and manipulating customer reviews online to inflate its ratings. Evaluate the impact of the restaurant's unethical behavior on its operations and stakeholders. **(08 Marks)**

II. Natural Bliss Cosmetics, a growing beauty brand, has encountered challenges related to its product labeling practices. Customers have raised concerns about the lack of clear information and transparency on product labels. As a marketing consultant, outline the key factors that companies should consider when labeling their products to ensure ethical and transparent practices. **(08 Marks)**

III. Analyse the multifaceted impacts of pollution on local communities, considering its effects on public health, environmental sustainability, and socio-economic well-being. Assess how these impacts may vary based on the type and scale of pollution, and propose two

ROLL NO _____

comprehensive strategies that communities can adopt to mitigate the adverse effects of pollution. (08 Marks)

IV. You are in charge of organizing a school event, and you have the option to choose between two activities: a sports day or an arts and crafts day. The sports day is preferred by the majority of the students, but a small group of students is passionate about art and would greatly enjoy an arts and crafts day. Considering the principles of utilitarianism, which activity should you choose to maximize the overall happiness of the students? Analyze the potential impact of each option on the happiness of the entire student body and evaluate the decision based on this analysis. (08 Marks)

V. Swift Solutions Ltd., a growing technology firm, has encountered difficulties related to the promotion of underqualified employees. As a business studies student, highlight some possible factors contributing to the promotion of unqualified individuals within the company and give one solution to enhance the promotion process and ensure the recognition of deserving candidates at Swift Solutions Ltd. (08 Marks)
