

Code No: 21BA1T4

## I MBA - I Semester Regular/ Supplementary Examinations FEBRUARY - 2024

### BUSINESS, GOVERNMENT & SOCIETY

Duration: 3 Hours

Max. Marks: 70

- Note:
1. This question paper contains three Parts-A, Part-B and Part-C.
  2. Part-A contains 8 short answer questions. Answer any **Five** Questions.  
Each Question carries 2 Marks.
  3. Part-B contains 5 essay questions with an internal choice from each unit.  
Each Question carries 10 marks.
  4. Part-C contains one Case Study for 10 Marks.
  5. All parts of Question paper must be answered in one place

BL – Blooms Level

CO – Course Outcome

#### PART - A

		BL	CO
1. a)	Identify the objectives of business.	L3	CO1
1. b)	Define Corporate Governance.	L1	CO2
1. c)	Give a suitable example for Public Private Partnerships.	L4	CO3
1. d)	What is the Meaning of Business Ethics?	L1	CO4
1. e)	How the shared values implemented in social progress?	L1	CO5
1. f)	Identify how Whistle-blowing can be handled in the organisation?	L3	CO2
1. g)	Give any unethical issue in HRM and tell how to overcome that issue?	L4	CO4
1. h)	What are the objectives of Corporate Social Responsibility?	L1	CO5

#### PART – B

			BL	CO	Max. Marks
<b><u>UNIT – I</u></b>					
2.	a)	Compare and contract relationship between Business, Government and society.	L3	CO1	5 M

	b)	Draft out the major assumptions of the market capitalism model.	L3	CO1	5 M
<b>OR</b>					
3.	a)	Illustrate dynamic forces of changing Business environment.	L3	CO1	5 M
	b)	Draft out the different elements in the Countervailing Forces Model.	L3	CO1	5 M
<b><u>UNIT – II</u></b>					
4.	a)	Demonstrate the Significance Corporate Governance with suitable examples.	L3	CO2	5 M
	b)	Explain the Major Corporate Governance Failures in Domestic and MNCs.	L1	CO2	5 M
<b>OR</b>					
5.	a)	Compile different Principles Corporate Governance for solving organisation decisions.	L3	CO2	5 M
	b)	Discuss the major Corporate Governance Obligations to Stakeholders of Business.	L2	CO2	5 M
<b><u>UNIT-III</u></b>					
6.	a)	Identify the Role of Public Policies in Governing Business organisations.	L3	CO3	5 M
	b)	Discuss the objective and features of New Industrial Policy 2015.	L2	CO3	5 M
<b>OR</b>					
7.	a)	Intercept the Classification and different Levels of Public Policy with its advantages.	L4	CO3	5 M
	b)	Give a brief History of Policy Commission in India (NITI Aayog).	L3	CO3	5 M
<b><u>UNIT – IV</u></b>					
8.	a)	Explain the concept of business ethics with suitable examples.	L1	CO4	5 M
	b)	Illustrate some of the unethical issues in business and give suggestions to solve those issues.	L4	CO4	5 M
<b>OR</b>					

9.	a)	Discuss the importance of Business Ethics.	L2	CO4	5 M
	b)	Explain ethical dilemmas occur in the organisation decision making and tell how to solve those dilemmas?	L1	CO4	5 M
<b><u>UNIT – V</u></b>					
10.	a)	Identify how Organisation has shifted from Social responsibility to Shared value into Social Progress.	L3	CO5	5 M
	b)	Give different regulatory issues involved in Corporate Social Responsibility particularly to Indian perspective.	L3	CO5	5 M
<b>OR</b>					
11.	a)	Explain different types of Corporate Social Responsibility with its advantages and disadvantages.	L1	CO5	5 M
	b)	Demonstrate recent CSR Initiatives in India with suitable examples.	L3	CO5	5 M

### **PART –C**

			BL	CO	Max. Marks
12.	<b>Wells Fargo Banking Scandal</b> Wells Fargo was the driving force of the banking industry, with some of the highest returns on equity in the sector and a soaring stock price. Top management touted the company's lead in "cross-selling": the sale of additional products to existing customers. "Eight is great," as in eight Wells Fargo products for every customer, was CEO John Stumpf's mantra. In September 2016, Wells Fargo announced that it was paying \$185 million in fines for the creation of over 2 million unauthorized customer accounts. It soon came to light that the pressure on employees to hit sales quotas was immense: hourly tracking, pressure from supervisors to engage in unethical behavior, and a compensation system based heavily		L4	CO4	10 M

	<p>on bonuses.</p> <p>Wells Fargo also confirmed that it had fired over 5,300 employees over the past few years related to shady sales practices. CEO John Stumpf claimed that the scandal was the result of a few bad apples who did not honor the company's values and that there were no incentives to commit unethical behavior. The board initially stood behind the CEO but soon after received his resignation and "clawed back" millions of dollars in his compensation.</p> <p>Further reporting found more troubling information. Many employees had quit under the immense pressure to engage in unethical sales practices, and some were even fired for reporting misconduct through the company's ethics hotline. Senior leadership was aware of these aggressive sales practices as far back as 2004, with incidents as far back as 2002 identified.</p> <p>The Board of Directors commissioned an independent investigation that identified cultural, structural, and leadership issues as root causes of the improper sales practices. The report cites: the wayward sales culture and performance management system; the decentralized corporate structure that gave too much autonomy to the division's leaders; and the unwillingness of leadership to evaluate the sales model, given its longtime success for the company.</p> <p>Questions:</p> <ol style="list-style-type: none"> <li>1. What could Wells Fargo have done differently to avert this cultural meltdown?</li> <li>2. Wells Fargo did have some systems in place, like the ethics hotline, to report unethical behavior, but it didn't work. Why do you think that is? What steps can leaders take to design systems that encourage ethical behavior rather than unethical behavior?</li> </ol>			
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