

BITS PILANI, DUBAI CAMPUS

Dubai International Academic City, U.A.E.

I Semester 2013-2014

COMPREHENSIVE EXAMINATION

Course No: HUM F411

Course Title: Professional Ethics

Date: 26.12.2013

Time: 2 Hours

Maximum Marks: 30

Weightage: 30%

Answer all the questions in a sequence

1. The principles of fairness, freedom and well-being can be expressed in the four-point bill of rights for consumers. What are the four rights? (4 marks)
2. Write a short note on the following: (6 marks)
 - a. Predatory pricing
 - b. The Due Care theory
3. What is the meaning of 'Corporate Social Responsibility' (CSR)? (3 marks)
4. The guiding principle of CSR is the interdependence of business and society. With the help of an example, explain how a company can take up environmental or human rights issues as part of CSR. (5 marks)
5. What are the 4 elements that define freedom of expression? (2 marks)
6. In your opinion, what is the importance of freedom of expression as an employment right? (4 marks)
7. Explain briefly, the impact of advertising on persons and society? (6 marks)

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Year I-Semester II 2012-2013

TEST I (CLOSED BOOK)

Course No: HUM F411

Course Title: Professional Ethics

Date: 23.09.2013

Time: 50minutes

Maximum Marks: 20

Weightage:20%

1. Give names of four prominent businessmen know for their ethical leadership. Write two lines about each of them. (4 marks)
2. "Many of the ethical dilemmas for top managers are due to conflicts between three main roles."
 - a. Name the three roles (3 marks)
 - b. Briefly explain the roles in about 4 lines each. (6 marks)
3. State Gandhiji's doctrine of economic equality. (4 marks)
4. Write two main features of the deontological theory of ethics. (3 marks)