

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. Mention the four kinds of information that is protectable as trade secret. (2 marks)
2. What are the unethical methods for competitor intelligence gathering? Briefly explain each of them. (4 marks)
3. Explain how freedom of expression, as an employee right, can be connected to workplace democracy? (3 marks)
4. Employee privacy is a fundamental right of employees. Write the utilitarian and Kantian arguments in favour of this argument. (3 marks)
5. Briefly explain any four principles set by the Federal Trade Commission on 'Internet Privacy'. (4 marks)
6. Consider the advertisement below and relate it to the concept of deceptive advertising and the impact of advertising on persons.
Write four critical arguments based on the given advertisement. (4 marks)



7. Explain the concept of 'social marketing' (3 marks)
8. Briefly explain with examples
- a. Price-fixing
 - b. Price-discrimination (4 marks)
9. What is 'employment at will'? (3 marks)

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BITS PILANI, DUBAI CAMPUS

Dubai International Academic City, U.A.E.

II Semester 2013-2014

TEST 1

Course No: HUM F411

Course Title: Professional Ethics

Date: 19.02.2014

Time: 50 Minutes

Maximum Marks: 20

Weightage: 20%

Answer all the questions in a sequence

1. Study the following case and answer the questions given below (8 marks)

Stephanie is wrapping up her junior year of college and beginning her search for a summer job. Stephanie has great grades, previous work experience, and considers herself to be charismatic and articulate in interviews. On paper and in person, she would be a great employee! However, there's one big problem. Stephanie does not go to school in her home state, and since summer break only lasts three months, she (like many other out-of-state college students) needs to find an employer who will hire her despite the fact that she will be returning to school in the fall. After months of searching, Stephanie finds a dream job working as an Outreach Intern for a local non-profit, applies, and is asked to interview. The interview goes extremely well, and Stephanie is hired on the spot! As she is considering the offer, she notices that the organization uncompromisingly requires interns to work for a minimum of 6 months. She knows that she will be leaving the state to go back to school in the fall, so she either has to settle for a minimum-wage job that won't build her resume (something that will be crucial when she graduates in a years' time), or she has to lie by omission to this employer. In this job market, Stephanie's find is rare and a perfect jumping off point for her future career. Her parents tell her that this is too good of an opportunity to pass up, and that a little white lie will do more good than harm. Stephanie is inclined to agree as she sees her classmates struggling to find work, and she rationalizes that as soon as she has to leave, an equally deserving candidate could be hired to fill her place. What should Stephanie do? Should she turn down the offer that she worked so hard to get and clearly deserves, but remain fully honest in doing so? Or, should she imply that she can work for the required 6 months, but simply tell her boss that she is quitting when she has to go back to school?

What would be:

- a. Teleological theorists' (3 marks)
 - i. suggested action
 - ii. Theoretical rationale for the action
- b. Deontological theorists' (3 marks)
 - i. Suggested action
 - ii. Theoretical rationale for the action
- c. Your opinion on what Stephanie should do (1 mark)

- d. Rationale for your opinion (1 mark)
2. List two prominent features of each of the following Kant's theory of ethics (2 marks)
 3. Define 'Virtue'. (2 marks)
 4. Based on Solomon's premise, how can virtue ethics be applied in business? (2 marks)
 5. State two points how ethics education benefits leaders/Managers. (2 marks)
 6. Write any 4 points that need to be observed while defining Whistle-Blowing?
(4 marks)