

**M.A. IN APPAREL PRODUCTION  
MANAGEMENT (MAAPM)**

**Term-End Examination**

**December, 2012**

**MFM-021 : BUSINESS AND SOCIETY**

*Time : 3 hours*

*Maximum Marks : 100*

**Note :** *Attempt any five questions. Each question is carrying 20 marks.*

1. Ethical Decision making is influenced by 20 following :
  - (a) Ethical Intensity of the Decision
  - (b) Moral Development of the Manager
  - (c) Ethical Principles InvolvedDiscuss in detail.
2. What are steps of ethical decision making in 20 business ?
3. How should a company decide which interest 20 groups should be treated as stakeholders and which should not ?
4. Many writers, and indeed organisations, argue 20 there is a business case for companies to behave ethically and responsibly. There is an association between the two, but whether good companies are profitable because they are good, or good because their profitability means they can afford

to be, is not easily proven one way or the other. Is there an effective 'business case' for corporations acting in a socially, ethically and environmentally responsible way ?

5. "The Social Responsibility of Business is to Increase its Profits". Freeman. Discuss. 20
6. The current laws permit a spectrum of exaggerated claims in advertising, yet critics argue that many of these advertising claims would at the same time count as lying. Do businesses need to carry the torch of morality beyond the constraints contained in the law ? 20
7. What is Ethical Fashion ? Discuss any five ethical issues in the fashion business with examples. 20
8. If your knowledge of an organizational malpractice could, if revealed, cause job losses among your colleagues and possibly harm their pension funds, do you believe that you could undertake a whistle blowing act ? What, if any, organizational issue would be likely to force you ultimately to whistle flow ? 20

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