

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER-IV • EXAMINATION – SUMMER 2013

Subject Code: 2840003

Date: 18-05-2013

Subject Name: Business Ethics & Corporate Governance

Time: 14:30pm – 17:30pm

Total Marks: 70

Instructions:

- 1. Attempt all questions.**
- 2. Make suitable assumptions wherever necessary.**
- 3. Figures to the right indicate full marks.**

Q.1 Read Following Case answers the questions below it.

Although many people believe that the World Wide Web is anonymous and secure from censorship, the reality is very different. Governments, law courts, and other officials who want to censor, examine, or trace a file of materials on the web need merely go to the server (the online computer) where they think the file is stored. Using their subpoena power, they can comb through the server's drives to find the files they are looking for and identify of the person who created the files.

On Friday June 30, 2000, however, researchers at AT & T Labs announced the creation of Publius, a software program that enables Web users to encrypt (translate into a secret code) their files-text, pictures, or music-break them up like the pieces of a jigsaw puzzle, and store the encrypted pieces on many different servers scattered all over the globe on the World Wide Web. As a result, anyone wanting to examine or censor the files or wanting to trace the original transaction that produced the file would find it impossible because they would have to examine the contents of dozens of different server all over the world, and the files in the server would make the pieces impossible to identify without the help of the person who created the file. A person authorized to retrieve the file, however, would look through a directory of his files posted on a Publius- affiliated websites, and the Publius network would reassemble the file upon request. Researchers published a description of Publius at www.cs.nyu.edu/waldman/publius.

Although many people welcomed the way that the new software would enhance freedom of speech on the Web, many others were dismayed. Bruce Taylor, an anti pornography activist for the national Law Centre for children and families, stated:"Its nice to be anonymous, but who wants to be more anonymous that criminals, terrorists, child molesters, child pornographers, hackers, and e-mail virus punks? " Aviel Rubin and Lorrie Cranor , the creators of Publius hoped, however, that their program would help people in countries where freedom of speech was repressed and individuals were punished for speaking out. The ideal user of publius, they sated, was "a person in China observing abuses of human rights on a day-to-day basis."

- (a)** Analyze the ethics of marketing publius using utilitarianism, rights, justice, and caring. In your Judgment, is it ethical to market Publius? Explain **05**
- (b)** Are the creators of Publius in any way morally responsible for any criminal acts that criminals are able to carry out and keep secret by relying on publius? Is AT & T in any way morally responsible for these? Explain your answers. **05**
- (c)** In your judgment, Should the US government allow the implementation of Publius? Why or why not? **04**

- Q.2**
- (a)** Give an overview of nine theories of Ethics **07**
 - (b)** Discuss the Corporate Ethical Leadership & Corporate Social Responsibility. **07**

OR

	(b)	1. Explain the Importance of Ethics	03
		2. Distinguish Between Ethics and Morality	04
Q.3	(a)	Discuss the OECD Principles of Corporate Governance	07
	(b)	Briefly explain the evolution of corporate governance in India	07
		OR	
Q.3	(a)	Define Corporate Governance. Explain the Important concepts in Corporate Governance	07
	(b)	Describe the recommendations of Narayan Murthy Committee.	07
Q.4	(a)	Explain the features of Anglo American Model of Corporate Governance	07
	(b)	Describe the ICRA's methodology for CG Rating.	07
		OR	
Q.4	(a)	Explain Indian model of Corporate governance in detail.	07
	(b)	What are the Social Responsibilities of Business towards Various Stake Holders	07
Q.5	(a)	Explain the Sarbanes Oxley Act of 2002 for corporate Governance.	07
	(b)	Explain the Japanese Model of Corporate Governance in Detail.	07
		OR	
Q.5	(a)	Explain Creative Accounting & its Role in Business Scandals.	07
	(b)	Discuss Managerial & Ethical Dilemmas at work and managing ethical problems.	07
