

K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH,
Vidyavihar, Mumbai- 400077

Program: PGDM Comm(Batch2018-20), Trim.2

Subject: Business Ethics
(End Term Examination)

Maximum Marks: 25

Duration: 1.5 Hrs.

Date : 12/01/2019

Instructions

Question 1 is compulsory. (7 marks)

Attempt any 3 from the remaining questions. (6 marks each)

QUESTION 1

Case Study:

Dunkin Pizza was one of the first to offer home delivery service, with overwhelming success. However, the major pizza chains soon followed suit, taking away Dunkin's competitive edge. Jon Barclay, Dunkin's founder and co owner, needed a new gimmick to beat the competition. He decided to develop a computerized information database that would make Dunkin the most efficient competitor and provide insight into consumer buying behaviour at the same time. Under the system, telephone customers were asked their phone number; if they had ordered from Dunkin before; their address and previous order information came up on the computer screen.

After successfully testing the new system, Barclay put the computerized order network in place in all Dunkin outlets. After three months of success, he decided to give an award to the family that ate the most Dunkin pizza. Through the tracking system, the company identified the biggest customer, who had ordered a pizza every weekday for the past three months (63 pizzas). The company put together a program to surprise the family with an award, free food certificates, and a news story announcing the award. As Barclay began to plan for the event, however, he began to think that maybe the family might not want all the attention and publicity.

1. What are some of the ethical issues in giving customers an award for consumption behaviour without notifying them first?
2. Do you see this as a potential violation of privacy? Explain.
3. If you were Barclay, how would you handle the situation and why?

QUESTION 2 Explain ethical issues related to marketing of certain global brands in retail.

QUESTION 3 What are the moral theories of ethics? Discuss the Badaracco's process of ethical decision making.

QUESTION 4 Explain using Nestle's example of what a propound effect regulatory bodies can have on consumer brand in developing countries.

QUESTION 5 What is the role of ASCI ? Explain code of self - regulation of ASCI related to health and pharmaceuticals with some instances of unethical practices.