

**K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH**

**Program: PGDM Executive Trim II (Batch 2018-19)**

**Subject: Business Ethics**  
**(End term paper)**

**Maximum Marks: 25**

**Duration: 1.5 Hour**

**Date: 23<sup>rd</sup> March 2019**

**Question 1 ATTEMPT (Any 1)**

**(10 Marks)**

1. Why is moral leadership important for entrepreneurs? Support your answer with article discussed in the class.

OR

Encouraging Ethical Conduct: What behaviours can leaders model in order to encourage ethical behaviour in their organization? Critically evaluate with respect to latest news from corporate world.

**Question 2 ATTEMPT (Any 2)**

**(15 Marks)**

- A. Does Facebook have an obligation to address the fake news problem? If so, what should be done about it?
  - B. A few years ago, British American Tobacco were reported as handing out free cigarettes at a youth athletics event in Africa. In fact this practice is quite common, and follows the example of soft drinks companies among others. Is there anything wrong with such generosity? When a free gift is OK, and when is it not?
  - C. Describe the differences between deontological theories and teleological ethical theories. Give an example of each.
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