

Trim: IX Jan – Mar 24			
Maximum Marks: 25	Examination: ETE Exam	Date: 20 April 2024	Duration: 1.5hours
Programme code: 10		Class: TY	Semester/Trimester: IX
Programme: MBA-PT -Marketing Management Batch 2021-24			
College: K. J. Somaiya Institute of Management		Name of the department/Section/Center: General Management	
Course Code 117P10C901		Name of the Course: Business Ethics	
<ul style="list-style-type: none"> ● Instructions: This examination paper consists of 4 questions. ● Candidates are required to answer any 2 questions from questions 2 to 4 ● Question number one is compulsory 			

Question No.	<u>Corporate Governance</u>	Max. Marks
	<ul style="list-style-type: none"> ● Instructions: This examination paper consists of 4 questions. ● Candidates are required to answer any 2 questions from questions 2 to 4 ● Question number one is compulsory 	
Question 1	<p>Question 1 (Case Study - Compulsory):</p> <p><i>BrightTech Solutions, a leading software company, recently launched a cutting-edge marketing analytics tool. While the tool promises to revolutionize digital marketing strategies for businesses, concerns have been raised about its data collection methods, particularly regarding user consent and privacy. Critics argue that BrightTech's aggressive data mining practices may breach ethical guidelines and privacy laws in some jurisdictions.</i></p> <p>a) Evaluate the ethical concerns associated with BrightTech Solutions' data collection methods.</p> <p>b) How should BrightTech address these concerns to ensure compliance with international privacy laws and maintain consumer trust?</p> <p>c) Discuss the role of marketing managers in ensuring that their strategies are not only effective but also ethically sound.</p>	9
Question 2	<p>Explain the concept of Corporate Social Responsibility (CSR) in marketing. Discuss how incorporating CSR initiatives into marketing strategies can benefit a company. Provide examples of two companies that have successfully integrated CSR into their marketing strategies.</p>	8
Question 3	<p>Reflect on a high-profile whistleblowing case. Evaluate the outcomes of the case in terms of its impact on the organization involved and the broader implications for industry practices.</p>	8
Question 4	<p>Identify and discuss common unethical marketing practices, providing real-world examples for each.</p>	8