

K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

Program: PGDM FS Trimester VI (Batch 2016-18)

Subject: Business Ethics
(End term paper)

Maximum Marks: 25

Duration: 2 Hour

Date: 4th April 2018

Question 1

(7 Marks)

1. British data firm Cambridge Analytica accused of illegally obtaining the personal data of 50 million Facebook users identified target voters groups and designed advertisements for them to influence their voting decisions. It then analyzed what material the voters were susceptible to and how many times it needed to show it to them to influence their ballot decision. Explain ethical issues relating to Facebook, Cambridge Analytica and process of election in democratic country.

Question 2 Write any Two

(18 Marks)

- A. What is corporate culture? What is its role in a company's morality?
 - B. What is expected of corporations in exchange for special status society confers on them?
 - C. Consider the statement "Whatever it is ethical to produce or whatever service it is ethical to provide, it is Ethical to advertise." Do you agree? Why or why not?
 - D. How might someone argue that whistle-blowing is always morally prohibited? What is wrong with the argument? How much loyalty, if any, does a worker owe a firm? Defend your answer.
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