**NMIMS Global Access**

**School for Continuing Education (NGA-SCE)**

**Course: Business: Ethics, Governance & Risk**

**Internal Assignment Applicable for September 2020 Examination**

**1. Corporate interest in surveillance seems to be on the rise. A 2018 survey by Gartner found that 22% of organizations worldwide in various industries are using employee-movement data, 17% are monitoring work-computer & smartphone - usage data, and 16% are using Microsoft Outlook- or calendar-usage data. In the name of security, video surveillance at workplace has become a way of life. (You can refer to chapter 9 & 10 to understand the scope of the questions). What according to you are the five key reasons for the firms to monitor employee’s technology usage? Is business being responsible at workplace if it does so? Give reasons for your answer**.

**Answer**: Information systems are pervasive across organisations. When their use confronts existing norms and practices at the organisation, ethical issues arise. Ethical issues relate to privacy, workplace monitoring and use of power. Privacy of individuals in modern organisations is often at risk as substantial private data about personal details is resident in the organisation’s databases. Furthermore, work-related practices such as sending e-mail and browsing are also visible to the organisation. Workplace monitoring often relies on such data to determine how employees are performing, where they are, how much time they have spent on work, who they have communicated with, etc. Monitoring enforces disciplined behaviour on employees and also protects them from abusive or threatening behaviour. Systems professionals in organisations enjoy a power over information systems users owing to their privileged knowledge and position, and

**2. You see advertising for product and services everywhere you turn. It is a paid promotion that uses strategy and messaging about the benefits of a product or service to influence a target audience's attitudes and/or behaviors. With intense competition due to globalization, it is not enough to create awareness but top of the mind recall. (You can refer to chapter 4 and answer the following question). Briefly explain any three instances or scenarios when advertising becomes unethical. What are your reasons for thinking that they are unethical?**

**Answer**: Advertising plays a very significant role in business as well as society. Advertising helps us to make more informed decisions as customers. It apprises us of the latest trends in the market. It informs us about the latest innovations in products available in the market. As all the established business houses make use of advertising as a tool of marketing communication, it is beneficial for the consumers as it helps in comparing various brands of a particular product in the market and in making informed consumer decisions. Advertising is a form of mass communication and its role is very significant in communicating different types of information, keeping in mind the requirements of the market and the target audience. At the same time, advertising goes much beyond plain facts and helps in giving a personality to the advertised product. Advertising can also increase price elasticity and provide consumers with recall cues so that

**3. A whistle-blower alerted a financial institution via the Deloitte independent facility that cheque fraud on a specific account was going to take place later the same day. The same account had been used for fraud amounting to over Rs 80,000. The extremely agile financial institution was able to put an alert out to their branches and was able to prevent further fraud of about Rs. 27 million. (You can refer to chapter 7 and answer the following question).**

**a. What according to you are the three critical ethical reasons that lead to an employee becoming a whistle blower?**

**b. Globalization drives the marketplace and world economy today. Identify and explain any one negative or unethical impacts of globalization on society and one negative or unethical impact on environment. (You can refer to chapter 1 & 2 to answer this question)**.

**Answer**: a) Every organisation holds a responsibility to conduct its affairs ethically. An organisation should always be aware of any misconduct happening and a whistle blower would update the management about the misconducts. Whistle blower is defined as a present or former employee, a member of an organisation or a business agency, who escalates misconducts to people or entities that have the authority and presumed willingness in taking corrective actions. The term whistle blower is derived from the practice of British police officers to blow their whistles if any criminal issues are taking place. The policy which was adopted to handle employee’s complaints and establish procedures for the employees to report in confidence is known as whistle blowers policy. The objective of this policy is to provide a platform to employees, customers and vendors to raise concerns in relation to unethical, immoral and illegal business conducts, and to communicate about it. The policy attempts to provide important safety measures to protect employees from reprisals or victimisations, for Its sample only

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