**Business Ethics, Governance & Risk**

**September 2021 Examination**

**PLEASE NOTE: This assignment is application based; you have to apply what you have learnt in this subject into real life scenario. You will find most of the information through internet search and the remaining from your common sense. None of the answers appear directly in the textbook chapters but are based on the content in the chapter.**

**1. India continues to struggle with growing demands for water, increasing droughts, unabated flooding and declining quality of water. It is a complex issue which is creating conflict among users (agriculture, industry, domestic). Industry is waking up to its responsibility towards the resource crunch and deploying as well as embedding strategic initiatives/projects & programs to deal with this issue. Identify and select any one water project/ initiative practiced and embedded in its business process by a listed company that impresses you. Explain this initiative along with the short term & long term positive impact of the same on the environment & people. (refer to Sustainability Report and/or Business Responsibility Report of the listed company) (10 Marks)**

**Ans 1.**

**Introduction**

Water is a universal and unassailable requirement of existence that cannot be ignored. Water is required for all metabolic processes, industrial operations, humans, and environmental processes. Polluted water harms the ecosystem as well as human health and well-being.

India's overall water supply is becoming increasingly scarce. Government planning is lacking, as is resource waste by persons and industries; privatization of industry; population growth; and

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**2. Andrew, a customer quality executive from Southeast Asia will visit your HQ facility and meet with your executive team. Your independent Southeast Asian agent requests that you reimburse the customer quality executive for his expenses, including expenses that could violate your company's policies. The independent agent promises to reimburse you. How do you proceed? Explain the thought process behind your decision. (10 Marks)**

**Ans 2.**

**Introduction**

In the business world, reimbursement is the money paid by an organization to an employee, client, or third party in exchange for the expenses incurred by the person out of his or her pocket. Examples include repayment for company expenses, insurance costs, overpayment taxes, and other charges. These expenses are primarily tied to business travel and may include additional costs associated with this, such as food, lodging, transportation, and tickets, among other things.

**3a. Select any one popular advertising campaign of an FMCG product or consumer product that you think conveys/ showcases an ethical message. Analyze the campaign and explain what is the ethical message and how is it conveyed. (5Marks)**

**Ans 3a.**

**Introduction**

An advertising campaign is a collection of advertisements designed to achieve a particular purpose and revolve around a single message. I'll use the Amul ad campaign as an example because it's a fast-moving consumer goods product.

**3b. We need Ethical Managers more than ever today. According to you what are the five most important values that help / guide a manager take ethical decisions. Briefly explain how each will help. (5 Marks)**

**Ans 3b.**

**Introduction**

Every individual possesses a set of moral ideals that manifest themselves in his or her behavior or personality. Managers must make critical decisions regularly in their organizations. A manager's behavior should be honest and fair with everyone in the organization since employees will model their behavior after their manager's. To be effective, any organization must have an