**Business Ethics Governance & Risk**

**June 2022 Examination**

**Q1. As a product manager you are responsible for a new hand sanitizer launched recently by your company, Health and Hygiene Ltd. Most of your business is offline through channel partners. You are considering a hybrid model of offline as well as online distribution channels (ecommerce platform). Prepare a note for your Marketing Head identifying five financial and five operational risk involved and classify them as high, medium and low, so that the reputation and stated values of your company are protected. (10 Marks)**

# Answer 1.

**Introduction:**

Because of the product supervisor of the new hand sanitizer with the aid of the company health and hygiene Ltd, the company has been dealing with some of the operations and the monetary risks inside the recent times. It has been very tough for the company to face such problems. First, permit’s talk about what the operational and economic risks imply Its Half solved only

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# Q2. Select any one popular TV advertisement for any product/service that you find ethically wrong/inappropriate/ offensive. Using any one ethical decision making model (three models covered in class during session1, chapter 2, or any other model) analyse and explain the ethical issues involved and why they are wrong /inappropriate /offensive, from the perspective of any three relevant stakeholders eg consumers, company/brand, section of society involved or targeted eg women, children etc. (10 Marks)

# Answer 2.

**Introduction**

The aim of ethical advertising is a manner for businesses to signify the significance of the requirements of consumers. Encompassing the moral mindset of their commercial gives clients proof about the companies which they choose to assist. The nation is aggravating to result in a discrepancy globally, and borrowing commodities from ethical corporations is a simple course to indicate they oversee. Everyone possesses issues they assume to help; denominations want to wait few commonly ratified procedures while ratifying promoting actions. Even as big trend

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## Q3. Intelligent Services, your employer, prides itself on hiring minorities. One candidate fully fits the job requirements for an open position in your division. However, your boss is concerned that some of your customers will not understand the candidate’s limited command of the English language. You are the manager to whom this candidate will report, if selected.

## a. What decision will you take and how will you explain/justify it to your boss? (5 Marks)

## b. Which two programs and/or processes will you introduce in your division to be able to successfully deploy many more such candidates in future? (5 Marks)

## Answer 3(a).

**Introduction**

Hire, activity, and install is assistance that's based on particular mastery bunch compelled by corporations. The HTD assistance carriers train the reserves, set up them with customers once the exercise is accomplished. Organizations guard a fragment of second and coins thru this coverage

**Answer 3(b).**

**Introduction**

**The stairs to take to rent more of the minority level of people because the personnel:**

Making the Adjustment with the intention to the screening and the looking of the candidate: there is never the ability of recruitment carried out online amounting to that of 80 percent in general, but it does receive filled from that of the hires accomplished internally. One has to make