**Business Ethics Governance & Risk**

**December 2022 Examination**

#

# ****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 chapters, directly or indirectly.****

# ****Q1. Go through the Management Discussion and Analysis Section of the Annual Report (2020-21) of any ONE listed company (refer to: top 200 companies by turnover - NSE or BSE List). Under Enterprise Risk Management, identify one economic risk and one risk related to Covid 19 Pandemic. Explain and analyse in your own words, what according to the company are the,****

# ****a) impacts of these risks on business and****

# ****b) what is the mitigation strategy identified & developed by the company to manage these risks. (10 Marks)****

# ****Introduction****

The organization has its business dynamics to have efficiency. It is based on the brink of linear precision. COVID-19 has provided business in consideration of dynamism. It has provided issues based on linearity. Among the companies referred to in NSE is listed in this conversation. HDFC bank is being taken into consideration in this case. In this essence, enterprise risk management is being contrasted. The classification of risks based on the economy and the COVID-19 pandemic will be reviewed. Risks are mosting likely to be gone over in this instance. Mitigations of policy are likewise being provided in this contrast.

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**Q2. From the Sustainability Report of any one listed company from across the globe, select any ONE social initiative adopted and practiced by the company. Explain in your own words the following;**

**(i) the purpose of the initiative – its ethical foundation**

**(ii) the modality/process of how the initiative is practiced and delivered**

**(iii) what are the outcomes/impacts expected and whether they are measured, monitored and reported clearly (10 Marks)**

**Ans 2.**

**Introduction**

Sustainability is the need of the modern service dynamics of the organization. It provides straight benefits in this consideration. Ethics is related to the values of sustainability. It provides the significance of sustainability to conduction and guideline on the verge of precision. Ethical foundation and campaign are being provided with the reference. The business that is provided in this perimeter is Wal-Mart. Wal-Mart is a famous firm that has global service dynamics. The effort will be gone over in this consideration. The effort based

# ****Q3a. Are you aware that you are being tracked and watched while you are surfing the net. The advertisers observe your surfing behavior and accordingly target their ads at you. You end up exposing your supposed needs unawares as someone is stealing data about your online surfing patterns. This kind of tracking and placing ads in the surfer’s path is known as contextual targeting. What is the inherent moral issue here? Why is it an issue? What does law say about it. (5 Marks)****

# ****Ans 3a.****

# ****Introduction****

Advertising is the significance through which companies increase and circulate firm information to consumers. The practices and relationships of the clients with ads are significant. In this, taking data in ads is additionally a direct issue. Promotion and contextual targeting is being provided with information. Moral relation is being thought about in this

# Q3b. Marketer’s say prohibition of tracking takes away the marketer’s legitimate right to study consumer behavior. Which side do you agree with and what are your two reasons for doing so? (5 Marks)

# Ans 3b.

# Introduction

Marketers in this modern-day consideration provide the understanding that restriction of tracking eliminates the reputable legal rights of customer behavior. Does the customer is being influenced by the prohibition of tracking? It is vital to comprehend the prohibition of tracking the consumers'