**Rajasthan Institute of Engineering & Technology, Jaipur**

**University Roll No. \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

2nd year MBA. Semester IV I Mid Term Examination, March 2018

Subject: - BE&CG **SET-A**

**Time: - 2 Hrs. [Maximum Marks: -20]**

**[Min. Passing Marks: 08]**

Instructions to the Candidates:

Attempt any 4 questions from Section A and Section B is Compulsory.

**Section A**

1. **What do you understand by Ethics? *(3)***

Ans :  **Ethics :** The word "**ethics**" is **derived** from the Greek word ethos (character), and from the Latin word mores (customs). Together, they combine to define how individuals choose to interact with one another. Moral principles that govern a person's behaviour or the conducting of an activity.

**To understand business ethics, it is necessary to know it’s important characteristics. These are:**

**(i) A Discipline:** Business ethics are the guiding principles of business function. It is the knowledge through which human behaviour is learnt in a business situation.

**(ii) Ancient Concept:** Business ethics is an ancient concept. It has it origin with the development of human civilization.

**(iii) Personal Dignity:** The principles of ethics develop the personal dignity. Many of the problems of ethics arise due to not giving dignity to individual. All the business decisions should be aimed by giving dignity to the customers, employees, distributors, shareholders and creditors, etc. otherwise they develop in immorality in the business conducts.

**(iv) Related to Human Aspect:** Business ethics studies those activities, decisions and behaviours which are concerned with human aspect. It is the function of the business ethics to notify those decisions to customers, owners of business, government, society, competitors and others on good or bad, proper or improper conduct of business.

**(v) Study of Goals and Means:** Business ethics is the study of goals and means for the rational selection of sacred objects and their fulfillment. It accepts the principles of “Pure goals inspire for pure means” and “Means justifies the end”. It is essential that goals and means should be based on morals.

**(vi) Different from Social Responsibility:**

Social responsibility mainly relates to the policies and functions of an enterprise, whereas business ethics to the conduct and behaviour of businessmen. But it is a fact that social responsibility of business and its policies is influenced by the business ethics.

1. Explain Descriptive Ethics and Normative ethics. (3)

**Ans:** **Ethics :** The word "**ethics**" is **derived** from the Greek word ethos (character), and from the Latin word mores (customs). Together, they combine to define how individuals choose to interact with one another. Moral principles that govern a person's behaviour or the conducting of an activity.

[**Descriptive Ethics**](http://atheism.about.com/library/FAQs/phil/blfaq_phileth_desc.htm) **:**

category of descriptive ethics is the easiest to understand - it simply involves **describing** how people behave and/or what sorts of moral standards they claim to follow. Descriptive ethics incorporates research from the fields of anthropology, psychology, sociology and history as part of the process of understanding what people do or have believed about moral norms.

[**Normative Ethics**](http://atheism.about.com/library/FAQs/phil/blfaq_phileth_norm.htm)  
The category of normative ethics involves creating or evaluating moral standards. Thus, it is an attempt to figure out what people **should** do or whether their current moral behavior is reasonable. Traditionally, most of the field of moral philosophy has involved normative ethics - there are few philosophers out there who haven't tried their hand at explaining what they think people should do and why.

1. Discuss the unethical practices in Finance. (3)
2. **What do you understand by Secularism ? (3)**

**Ans: SECULARISM :**

The fundamental principle of Secularism is that in his whole conduct, man should be guide exclusively by considerations derived from the present life itself.

In one sense, secularism may assert the right to be free from religious rule and teachings, and the right to freedom from governmental imposition of religion upon the people within a state that is neutral on matters of belief.

**FEATURES OF SECULARISM :**

* Primary- emphasis on the material and cultural improvement of Human beings.
* Respect for and search for all truth, whatever be its source which can be tested in reality to observe whether it leads to human betterment
* An independent rational morality, which does not base

itself on faith in divine commandments

* Concern for current age or world and its improvement

**EFFECTS OF SECULAR MANAGEMENT:**

* Management acted as a handmaid of profit, and the motto was more and more money at any cost.
* Under such management we got „external growth at the cost of internal growth.
* Man as a human being stands nowhere.
* There is no human approach. We have erosion of ethical, spiritual, moral and human values.

**5. Explain the 5 fundamental values of life . (3)**

**Ans:** A [value](https://en.wikipedia.org/wiki/Value_theory) is a universal value if it has the same value or worth for all, or almost all, people. Spheres of human value encompass [morality](https://en.wikipedia.org/wiki/Morality), [aesthetic preference](https://en.wikipedia.org/wiki/Aesthetics), [human traits](https://en.wikipedia.org/wiki/Big_Five_personality_traits), [human endeavour](https://en.wikipedia.org/wiki/Idea_of_Progress), and [social order](https://en.wikipedia.org/wiki/Social_order). Whether universal values exist is an unproven conjecture of [moral philosophy](https://en.wikipedia.org/wiki/Ethics) and [cultural anthropology](https://en.wikipedia.org/wiki/Cultural_anthropology), though it is clear that certain values are found across a great diversity of human cultures, such as primary attributes of [physical attractiveness](https://en.wikipedia.org/wiki/Physical_attractiveness) (e.g. youthfulness, symmetry) whereas other attributes (e.g. slenderness) are subject to [aesthetic relativism](https://en.wikipedia.org/wiki/Aesthetic_relativism) as governed by [cultural norms](https://en.wikipedia.org/wiki/Norm_%28social%29). This objection is not limited to aesthetics. [Relativism](https://en.wikipedia.org/wiki/Relativism) concerning morals is known as [moral relativism](https://en.wikipedia.org/wiki/Moral_relativism), a philosophical stance opposed to the existence of universal [moral values](https://en.wikipedia.org/wiki/Value_%28ethics%29).

**THE 5 FUNDAMENTAL VALUES OF LIFE :**

**1. Honesty**

Honesty should be the bedrock of your foundation, as it will define who you are before you even allow others to know more about you. If you always deal in the truth, you’ll live a life with far less worry. You can use your analytical mind to think of new ideas, rather than lies and excuses. Honest intentions in speech and action gain the attention and respect of others.

**2. Hard Work**

What can be said that hasn’t already about working hard? For the skeptics who are quick to point out that hard work doesn’t always make sense, don’t worry, I agree. I believe in intelligent hard work. Busting your tail for something without thinking it through is a fool’s game. But working hard, with focus and desire is the key to getting ahead.

**3. Confidence :**

A major component of confidence is the value you place on yourself. Confidence is about the faith you have in your abilities, the person you are, and how you view your most important relationship — the one with yourself. It’s why I used the quote above from a very good friend of mine, Amy Schumer. She’s used confidence to rise to the top of her profession.

**4. Perseverance:**

*“To persevere is important to everybody. Don’t give up, don’t give in. There is always an answer to everything.” — Louis Zamperini*

**5. Fire**

“I’d rather regret the risks that didn’t work out than the chances I didn’t take at all.” — Simone Biles

What’s fire, you ask? Fire is enthusiasm. It’s unbridled passion and excitement for living your life on your terms. Fire is named as such, because it lights the first inside of us and wills us to carry on toward our goals and dreams

**6. What do you understand by the term Rationality ? (3)**

Ans: Rationality is the habit of acting by reason, which means in accordance with the facts of reality. The only alternative is acting by whim, which because [reality is absolute](http://www.importanceofphilosophy.com/Metaphysics_RealityIsAbsolute.html), will result in undesired consequences. This is because an action based on a belief in a particular cause-effect relationship will not occur if that relationship is invalid.

A second consequence to acting irrationally is that it undermines one's ability to act rationally in the future. By choosing to act irrationally, you are confessing your lack of trust in your own mind. The more often you do this, the more you will believe what you are practicing. You will accept that the mind is impotent, and that you cannot make the right decisions. This undercuts your ability to live, since reason is man's means of survival.

Rationality is in your self interest because the only way to achieve desired outcomes is to act according to reality. To understand reality, one must use reason consistently. Any deviation can have long term problems, since one's knowledge is often derived from one's previous knowledge. To accept a false belief once can have the effect of polluting all further knowledge, until the mistakes are cleared away and the new knowledge reevaluated.

**Section B**

1. **Write note on following- (4)**

**(i)Scope Of ethics**

**Ans:** The purpose of ethics is to define acceptable human behavior through knowing the types of actions, its consequences, and the limits of both humans and actions, as well as their acceptability.

#### 1. Corresponds to Basic Human Needs:

The basic need of every human being is that they want to be a part of the organisation which they can respect and be proud of, because they perceive it to be ethical. Everybody likes to be associated with an organisation which the society respects as a honest and socially responsible organisation. The HR managers have to fulfill this basic need of the employees as well as their own basic need that they want to direct an ethical organisation. The basic needs of the employees as well as the managers compel the organizations to be ethically oriented.

#### 2. Credibility in the Public:

Ethical values of an organisation create credibility in the public eye. People will like to buy the product of a company if they believe that the company is honest and is offering value for money. The public issues of such companies are bound to be a success. Because of this reason only the cola companies are spending huge sums of money on the advertisements now-a-days to convince the public that their products are safe and free from pesticides of any kind.

#### 3. Credibility with the Employees:

When employees are convinced of the ethical values of the organisation they are working for, they hold the organisation in high esteem. It creates common goals, values and language. The HR manager will have credibility with the employees just because the organisation has creditability in the eyes of the public. Perceived social uprightness and moral values can win the employees more than any other incentive plans.

#### 4. Better Decision Making:

Respect for ethics will force a management to take various economic, social and ethical aspects into consideration while taking the decisions. Decision making will be better if the decisions are in the interest of the public, employees and company’s own long term good.

#### 5. Profitability:

Being ethical does not mean not making any profits. Every organisation has a responsibility towards itself also i.e., to earn profits. Ethical companies are bound to be successful and more profitable in the long run though in the short run they can lose money.

#### 6. Protection of Society:

Ethics can protect the society in a better way than even the legal system of the country. Where law fails, ethics always succeed. The government cannot regulate all the activities that are harmful to the society. A HR manager, who is ethically sound, can reach out to agitated employees, more effectively than the police.

**(ii) Ethical Principles**

Ethical values, translated into active language establishing standards or rules describing the kind of behavior an ethical person should and should not engage in, are ethical principles. The following listof principles incorporate the characteristics and values that most people associate with ethical behavior:

**1. HONESTY.**Ethical executives are honest and truthful in all their dealings and they do not deliberately mislead or deceive others by misrepresentations, overstatements, partial truths, selective omissions, or any other means.

**2. INTEGRITY.**Ethical executives demonstrate personal integrity and the courage of their convictions by doing what they think is right even when there is great pressure to do otherwise; they are principled, honorable and upright; they will fight for their beliefs. They will not sacrifice principle for expediency, be hypocritical, or unscrupulous.

**3. PROMISE-KEEPING & TRUSTWORTHINESS.**Ethical executives are worthy of trust. They are candid and forthcoming in supplying relevant information and correcting misapprehensions of fact, and they make every reasonable effort to fulfill the letter and spirit of their promises and commitments. They do not interpret agreements in an unreasonably technical or legalistic manner in order to rationalize non-compliance or create justifications for escaping their commitments.

**4. LOYALTY.**Ethical executives are worthy of trust, demonstrate fidelity and loyalty to persons and institutions by friendship in adversity, support and devotion to duty; they do not use or disclose information learned in confidence for personal advantage. They safeguard the ability to make independent professional judgments by scrupulously avoiding undue influences and conflicts of interest. They are loyal to their companies and colleagues and if they decide to accept other employment, they provide reasonable notice, respect the proprietary information of their former employer, and refuse to engage in any activities that take undue advantage of their previous positions.

**5. FAIRNESS.**Ethical executives and fair and just in all dealings; they do not exercise power arbitrarily, and do not use overreaching nor indecent means to gain or maintain any advantage nor take undue advantage of another’s mistakes or difficulties. Fair persons manifest a commitment to justice, the equal treatment of individuals, tolerance for and acceptance of diversity, the they are open-minded; they are willing to admit they are wrong and, where appropriate, change their positions and beliefs.

**6. CONCERN FOR OTHERS.**Ethical executives are caring, compassionate, benevolent and kind; they like the [Golden Rule,](http://josephsoninstitute.org/2010/10/decision-making-models-the-golden-rule/) help those in need, and seek to accomplish their business objectives in a manner that causes the least harm and the greatest positive good.

**7. RESPECT FOR OTHERS.**Ethical executives demonstrate respect for the human dignity, autonomy, privacy, rights, and interests of all those who have a stake in their decisions; they are courteous and treat all people with equal respect and dignity regardless of sex, race or national origin.

**8. LAW ABIDING.**Ethical executives abide by laws, rules and regulations relating to their business activities.

**2. Discuss ethics in marketing and Technology. (2+2=4)**

**Ans: Ethics in Marketing :**

Ethical marketing refers to the process by which companies market their goods and services by focusing not only on how their products benefit customers, but also how they benefit socially responsible or environmental causes.

To put this another way, ethical marketing isn’t a strategy; it’s a philosophy. It includes everything from ensuring advertisements are honest and trustworthy, to building strong relationships with consumers through a set of shared values. Companies with a focus on ethical marketing evaluate their decisions from a business perspective (i.e. whether a particular marketing initiative will deliver the desired return) as well as a moral perspective (i.e. whether a decision is “right” or morally sound).

* All marketing communications share the common standard of truth.
* Marketing professionals abide by the highest standard of personal ethics.
* Advertising is clearly distinguished from news and entertainment content.
* Marketers should be transparent about who they pay to endorse their products.
* Consumers should be treated fairly based on the nature of the product and the nature of the consumer (e.g. marketing to children).
* The privacy of the consumer should never be compromised.
* Marketers must comply with regulations and standards established by governmental and professional organizations.
* Ethics should be discussed openly and honestly during all marketing decisions.

**ETHICS IN TECHNOLOGY :**

Businesses today are technology and innovation driven. There is huge competition in the sphere and therefore like other industry or business function ethics is essential here also. Specially because ethics by itself is only a tool to create and doesn’t know ethics or morals!

Every day we have innovative products and services that announce their arrival in the market place and others that go obsolete. It is this technology and innovation that leads to ethical issues, considering the competition to stay ahead by innovating is immense. Issues like data mining, invasion to privacy, data theft and workplace monitoring are common and critical.

**In technology we speak of ethics in two contexts; one is whether the pace of technological innovation is benefiting the humankind or not, the other is either severely empowering people while choking others for the same**. Technology, for example, has drastically replaced people at work.

In the first case we are compelled to think about the pace at which technology is progressing. There are manifold implications here, be it things like computer security or viruses, Trojans, spam’s that invade the privacy of people or the fact the technology is promoting consumerism.

Nowadays data storage is primarily on computer systems. With the advent of internet technology the world has got interconnected and data can be accessed remotely by those who are otherwise unauthorized to do the same. This is one of the pitfalls of innovation. The other one i.e. the pace of technological change also raises the question of ethics.

New products make their way and leave the existing ones obsolete. In fact technological change and innovation is at the heart of consumerism, which is bad for economy and environment in general. The recent economic downturn makes up for a very good example.

Increasingly technological products are adding up to environmental degradation. Computer screens, keyboards, the ink used in the printers are some of the ways in which technology is polluting the environment. All these produce toxins that cannot be decomposed easily.

**Rajasthan Institute of Engineering & Technology, Jaipur**

**University Roll No. \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

2nd year MBA Semester IV,I Mid Term Examination, March 20180

Subject: - BE&CG **SET-B**

**Time: - 2 Hrs. [Maximum Marks: -20]**

**[Min. Passing Marks: 08]**

Instructions to the Candidates:

Attempt any 4 questions from Section A and Section B is Compulsory.

**Section A**

**1. What do you understand by the term values? (3)**

Ans” Values defined as beliefs that guide actions and judgment across a variety of situations.Values represent basic convictions that a specific mode of conduct is personally or socially preferable to an opposite mode of conduct. (Businessman is expected to give true information about his product rather than making false claims)---*Rokeach* The word value derived from French word ‘valoir’ means worth ,merit, usefulness, importance of a thing.

**FEATURES OF VALUES :**

* Values are comprehensive standards that direct conduct in a variety of ways.
* Values guides us to take specific positions on societal issues.
* Values provides standards of morality.
* Values are most central to the core of person.
* Values have two attributes-- content and intensity. The content attribute stresses that a particular conduct is important. The intensity attribute specifies how important that particular conduct is.
* Values are not fixed, they change over time.
* Many values are relatively stable and enduring. This is because of the way in which they are originally learned.
* We have a hierarchy of values that form our value system.

**2. Explain the Indian perspective of values for managers. (3)**

**Ans: Values** and ethics are important in the **workplace** to help keep order, ensuring that a company runs smoothly and remains profitable. Each individual company makes its **values** and ethics known almost immediately after hiring an employee, or many times, during the interview process.

**Values Every Great Manager Needs to Have**

## 1. Integrity

Honesty and integrity are the cornerstone of sustainable success. In order for people to want to follow their leader they must have complete trust in his honesty, his dedication, his commitment and his unshakeable ethics and high standards and values. Managers who are open, truthful and consistent in their behaviors are more likely to inspire trust, loyalty and commitment in their teams.

## 2. Willingness to take Risk

Leaders are not afraid of taking risks or making mistakes. They take calculated as opposed to reckless risks and while they weigh their options and alternatives carefully they do not allow themselves to fall prey to the “analysis paralysis” syndrome. The best leaders learn from their mistakes and emerge from them resilient and ready to take on the next challenge.

## 3. Optimism and Enthusiasm

A great manager inspires others with their infectious enthusiasm, their disarmingly genuine keenness, passion and their zeal for what they do. Rather than dwelling on problems they are solution-oriented and focus on how to make things work and succeed. They are willing to see the silver lining in every cloud and have a ‘can-do’ optimistic attitude that leaves no place for negativity.

## 4. Commitment to Growth

Leaders recognize that learning is a life-long process and never stop doing what it takes to grow professionally and personally and maintain a grip with emerging trends and tools and business realities and technologies. The best leaders realize that to remain at the vanguard of their particular function or industry requires constant learning, enquiry, exploration and innovation as well as continuous self-scrutiny and analysis.

## 5. Vision

Leaders know precisely what they want and make clear detailed and achievable plans to get there. They are not vague or ambiguous in their goals nor do they leave anything to chance. Leaders are also able to articulate and communicate their vision clearly and in no uncertain terms and inspire and win others to their platform with their vision.

## 6. Pragmatism

While leaders may have lofty visions and ideals, they do not hide their heads in the clouds and are mindful of the hard facts and figures that surround them. They are very realistic when it comes to assessing the landscape they operate in and practical about the decisions they make.

## 7. Responsibility

Leaders can be depended on to take responsibility for their actions and to live up to their responsibilities completely. They stand firmly behind the commitments they make and do not let their teams down; nor do they assign or allocate blame to deflect from their own responsibilities. They do not have a victim mentality that holds others responsible for their poor choices and deficiencies but stare challenges in the face and confront them head-on.

## 8. Hard Work and Conscientiousness

Leaders work hard and accept no short cuts. The best leaders lead by their example demonstrating a stellar work ethic by being the first in the office, the last out and the most productive, persistent and dedicated while at work. They have a strong sense of duty and very high standards of excellence and they apply these rigorous standards to themselves first always seeking better, smarter, more effective ways of doing things.

**3. Discuss the unethical practices in Marketing . (3)**

**Ans:** The unethical practices in marketing are :

**1.Making false, exaggerated, or unverified claims:**

In a desperate bid to compel potential and existing customers to buy their products or services, some marketers use false statements, exaggerated benefits, or make unverifiable claims about their offers. This is common in the weight loss industry, where marketers convince potential buyers that a particular product can help them shed so-and-so pounds within two weeks without exercise or dieting.

**2. Distortion of facts to mislead or confuse potential buyers**

This is another common unethical marketing practice. A typical example is when a food processing company claims that its products are sugar-free or calorie-free when indeed they contain sugar or calories. Such a company is only trying to mislead potential buyers, since they are unlikely to buy the products if it is made known that they contain sugar or calories.

**3. Concealing dark sides or side effects of products or services**

This unethical marketing practice is rife in the natural remedies industry, where most manufacturers deceive potential buyers that their products have no side effects because they are “*made from natural products*”. But in reality, most of these products have been found to have side effects, especially when used over a long period. In fact, there’s no product without side effects—it’s just that the side effects might be unknown. It’s better to say, “*There are no known side effects*” than to say “*there are no side effects*“.

**4. Bad-mouthing rival products**

Emphasizing the dark sides of your rival’s products in a bid to turn potential customers towards your own products is another common but unethical marketing practice. Rather than resort to this bad strategy, you should emphasize on those aspects that make your offer stand out from the rest of the pack. That’s professional and ethical.

**4. Explain the concept of Swadhrama. (3)**

**Ans:** The word **Dharma**originally refers to the nature or swabhava in sanskrit. Swadharma, therefore, means our true nature, the way we are made in terms of oue internal instincts and attributes. Gita says we express and behave in accordance with our true nature. We react in different ways in response to a specific event or a situation. Swadharma thus makes everyone of us unique in our own way. It is on the basis of Swadharma that our scriptures put us in four broad categories-Brahmana, Kshatriya, Vaishya and Shudra. Krishna declares in Gita that He is the creator ofvarnashram. It is not by birth in a so called brahman family that makes us a true brahmin. It is the swadharma or Quality, Guna in sanskrit that defines us what we are and which category we belong to.

Gita provides us a master key for success and happiness in life. Krishna says it is better to live in sinc with our swadharma for success and exellence in life. He advises Arjuna to fight as a true Kshtriya. He even goes to an extent that ultimately he will be forced to fight by his own nature. Engaging in a field of our liking will open up the way to success and excellence in life.

*Swadharma*is that action which is in accordance with your nature. It is acting in accordance with your skills and talents, your own nature*(svabhava)*, and that which you are responsible for *(karma*

**5.Explain the purpose of Ethics. (3)**

**Ans:** The purpose of ethics is to define acceptable human behavior through knowing the types of actions, its consequences, and the limits of both humans and actions, as well as their acceptability.

#### 1. Corresponds to Basic Human Needs:

The basic need of every human being is that they want to be a part of the organisation which they can respect and be proud of, because they perceive it to be ethical. Everybody likes to be associated with an organisation which the society respects as a honest and socially responsible organisation. The HR managers have to fulfill this basic need of the employees as well as their own basic need that they want to direct an ethical organisation. The basic needs of the employees as well as the managers compel the organizations to be ethically oriented.

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Ethics can protect the society in a better way than even the legal system of the country. Where law fails, ethics always succeed. The government cannot regulate all the activities that are harmful to the society. A HR manager, who is ethically sound, can reach out to agitated employees, more effectively than the police.

**6. Explain Analytic and Normative ethics. (3)**

**Ans: Ethics :** The word "**ethics**" is **derived** from the Greek word ethos (character), and from the Latin word mores (customs). Together, they combine to define how individuals choose to interact with one another. Moral principles that govern a person's behaviour or the conducting of an activity.

[**Normative Ethics**](http://atheism.about.com/library/FAQs/phil/blfaq_phileth_norm.htm)  
The category of normative ethics involves creating or evaluating moral standards. Thus, it is an attempt to figure out what people **should** do or whether their current moral behavior is reasonable. Traditionally, most of the field of moral philosophy has involved normative ethics - there are few philosophers out there who haven't tried their hand at explaining what they think people should do and why.

[**Analytic Ethics (Metaethics)**](http://atheism.about.com/library/FAQs/phil/blfaq_phileth_anal.htm)  
The category of analytic ethics, also often referred to as metaethics, is perhaps the most difficult of the three to understand. In fact, some philosophers disagree as to whether or not it should be considered an independent pursuit, arguing that it should instead be included under Normative Ethics. Nevertheless, it is discussed independently often enough that it deserves its own discussion here.

[**Descriptive Ethics**](http://atheism.about.com/library/FAQs/phil/blfaq_phileth_desc.htm) **:**

category of descriptive ethics is the easiest to understand - it simply involves **describing** how people behave and/or what sorts of moral standards they claim to follow. Descriptive ethics incorporates research from the fields of anthropology, psychology, sociology and history as part of the process of understanding what people do or have believed about moral norms.

**Section B**

**1.Write note on following-**

(i**) Business Ethics**

**ANS: Ethics :** The word "**ethics**" is **derived** from the Greek word ethos (character), and from the Latin word mores (customs). Together, they combine to define how individuals choose to interact with one another. Moral principles that govern a person's behaviour or the conducting of an activity.

**TYPES OF BUSINESS ETHICS :**

[**Normative Ethics**](http://atheism.about.com/library/FAQs/phil/blfaq_phileth_norm.htm)  
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**(ii)Values at the Indian Workplace (2+2=4)**

Following values should be followed at the indian workplace:

1. Integrity: Honesty and integrity are the cornerstone of sustainable success. In order for people to want to follow their leader they must have complete trust in his honesty, his dedication, his commitment and his unshakeable ethics and high standards and values. Managers who are open, truthful and consistent in their behaviors are more likely to inspire trust, loyalty and commitment in their teams.

## 2. Optimism and Enthusiasm: A great manager inspires others with their infectious enthusiasm, their disarmingly genuine keenness, passion and their zeal for what they do. Rather than dwelling on problems they are solution-oriented and focus on how to make things work and succeed. They are willing to see the silver lining in every cloud and have a ‘can-do’ optimistic attitude that leaves no place for negativity.

## 3. Commitment to Growth: Leaders recognize that learning is a life-long process and never stop doing what it takes to grow professionally and personally and maintain a grip with emerging trends and tools and business realities and technologies. The best leaders realize that to remain at the vanguard of their particular function or industry requires constant learning, enquiry, exploration and innovation as well as continuous self-scrutiny and analysis.

## 4. Vision :Leaders know precisely what they want and make clear detailed and achievable plans to get there. They are not vague or ambiguous in their goals nor do they leave anything to chance. Leaders are also able to articulate and communicate their vision clearly and in no uncertain terms and inspire and win others to their platform with their vision.

**2.Discuss ethics in Advertisement and management . (4)**

**Ans : ETHICS IN ADVERTISEMENT :**

Ethics means a set of moral principles which govern a person’s behavior or how the activity is conducted. And advertising means a mode of communication between a seller and a buyer.

**Thus ethics in advertising means a set of well defined principles which govern the ways of communication taking place between the seller and the buyer**. Ethics is the most important feature of the advertising industry. Though there are many benefits of advertising but then there are some points which don’t match the ethical norms of advertising.

**An ethical ad is the one which doesn’t lie, doesn’t make fake or false claims and is in the limit of decency**.

**Ethics in Advertising is directly related to the purpose of advertising and the nature of advertising**. Sometimes exaggerating the ad becomes necessary to prove the benefit of the product. For e.g. a sanitary napkin ad which shows that when the napkin was dropped in a river by some girls, the napkin soaked whole water of the river. Thus, the purpose of advertising was only to inform women about the product quality. Obviously, every woman knows that this cannot practically happen but the ad was accepted. This doesn’t show that the ad was unethical.

**Ethics also depends on what we believe**. If the advertisers make the ads on the belief that the customers will understand, persuade them to think, and then act on their ads, then this will lead to positive results and the ad may not be called unethical. But at the same time, if advertisers believe that they can fool their customers by showing any impractical things like just clicking fingers will make your home or office fully furnished or just buying a lottery ticket will make you a millionaire, then this is not going to work out for them and will be called as unethical.

Recently, the Vetican issued an article which says ads should follow three moral principles - Truthfulness, Social Responsibility and Upholding Human Dignity.

Generally, big companies never lie as they have to prove their points to various ad regulating bodies. Truth is always said but not completely. Sometimes its better not to reveal the whole truth in the ad but at times truth has to be shown for betterment.

Pharmaceutical Advertising - they help creating awareness, but one catchy point here is that the advertisers show what the medicine can cure but never talk about the side effects of that same thing or the risks involved in intake of it.

Children - children are the major sellers of the ads and the product. They have the power to convince the buyers. But when advertisers are using children in their ad, they should remember not to show them alone doing there work on their own like brushing teeth, playing with toys, or infants holding their own milk bottles as everyone knows that no one will leave their kids unattended while doing all these activities. So showing parents also involved in all activities or things being advertised will be more logical.

Alcohol - till today, there hasn’t come any liquor ad which shows anyone drinking the original liquor. They use mineral water and sodas in their advertisements with their brand name. These types of ads are called surrogate ads. These type of ads are totally unethical when liquor ads are totally banned. Even if there are no advertisements for alcohol, people will continue drinking.

Cigarettes and Tobacco - these products should be never advertised as consumption of these things is directly and badly responsible for cancer and other severe health issues. These as are already banned in countries like India, Norway, Thailand, Finland and Singapore.

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