

BIRLA INSTITUTE OF TECHNOLOGY & SCIENCE, PILANI

First Semester - 2016-2017

Professional Ethics

HSS F343

Mid Semester Test

Close book

Room No. 2216/2217/2221

Date: 08.10.2016

Max Marks: 30.0

Duration: 90 Minutes

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Attempt any three questions.

If you attempt all four questions, first three answers will be evaluated.

All questions carry equal marks.

1. Define ethics and profession. State and discuss the features of profession including the normative feature with a special reference to the relation between features and the values that the non-expert individuals seek to realize in the world.
2. Write a comprehensive note on whistle blowing in respect of employer-employee relation. Are whistle blowers disloyal agents? Discuss. You may use examples to strengthen your answer.
3. State and discuss the ethical issues of advertising in the broad context of marketing. Conclude the answer with your own assessment.

4. Ashima had never seen Prateek so angry. It was past 7:30 on a Friday evening, and both were tired from a long day. The December sales report had been due to four o'clock, but Ashima's assistant, Reema, had taken the last two days off to be with her ten-year-old daughter, who had undergone emergency surgery to remove an abdominal obstruction. Ashima had attempted to pull the figures together herself but was slowed by her unfamiliarity with the new computerized sales-reporting system. As the regional sales director, the report was her responsibility, but she generally relied on others to generate the numbers. Just before lunch, she asked Prateek, one of three district sales managers, to help out until the job was finished. As he dropped the completed report on her desk, he slumped down in a chair and began to complain calmly at first and then with increasing agitation.

"Don't get me wrong, "he said," I'm willing to do my part, and it's great that Reema was able to spend this time with her daughter. Many employers are not as caring as we are here. But every time someone in this office gets time off to care for a family member, one of us single people takes up the slack. I feel that I'm doing my own job and a bit of everyone else's. If you recall, I spent half the day on Diwali straightening out a billing problem for Naresh, so that he wouldn't have to disrupt his family's plans. Many people in the office jealously guard their time, leaving at five sharp in order to attend a son's annual day function at his school or get their children to a birthday party.

"This is a very family-friendly place but what about those of us without families? It's as if we're expected to be married to the company. No one considers that we have a life to lead too. Also, no one wanted to be transferred to the office in Kerala, but Shiva was selected to go because he had no family to relocate. He's been transferred three times while most people with families have managed to stay put. And most of the fringe benefits are for families, so we lose out yet again. We've got a great child-care center but no workout room. It's unfair. This company is discriminating against single people and childless couples, and a lot of us are beginning to resent the unequal treatment."

As Ashima heard Prateek out, she sympathized with his complaints and wondered what could be done. She supported the family-friendly programs for which the company had received national recognition. Was Prateek describing the inevitable trade-off, or could the company treat everyone fairly and yet differently? Discuss in the light of your understanding of the topic women and family issues and any one framework of theoretical ethics.