

BIRLA INSTITUTE OF TECHNOLOGY & SCIENCE, PILANI

First Semester - 2022-2023

Professional Ethics

HSS F343 (Close Book)

Mid Semester Examination

Room No. 6154/6155/6156

Max Marks 30

Date: 31.10.2022

Duration: 90 Minutes

- Attempt All Three Questions.

- All Questions Carry Equal Marks.

1. "There have always been informers, or snitches, who reveal information to enrich themselves or to get back at others. However, whistle-blowers are righteous people who expose some wrongdoing, often at great personal risk." State and discuss the salient features of whistle-blowing in light of your understanding of the quote given above.
2. State and discuss three issues of advertising ethics, Deceptive Advertising, Irrational Persuasion and Impact of Advertising, with particular reference to the importance of freedom of the individual in making rational consumer choices.

3. **CSR should not be legally mandated; philanthropy comes from within: Azim Premji**

Published on Feb 20, 2021, 05:01 PM IST PTI |, New Delhi

On Saturday, IT czar and philanthropist Azim Premji said companies should not be legally mandated to engage in corporate social responsibility (CSR). Such contributions to society need to "come from within". Premji, who donated ₹7,904 crores in donations last year (₹22 crores a day), also highlighted that the Covid-19 crisis was a "wake-up call" to look at fundamental issues like the need to improve public systems like health and changing the structure of society to become more equal and just. "I do not think we should have a legal mandate for companies to do CSR. Philanthropy, charity, or contribution to society must come from within and cannot be mandated from outside. But that's my personal view." As of now, this is the law. All companies must follow it, Premji said. He added that it is essential that individual and personal philanthropy is separated from a company's CSR efforts. "When I travel in the field and meet our teams and our partners' teams who have single-mindedly dedicated their lives to helping the country improve, that is about the greatest satisfaction one can derive," he said during an AIMA event. All India Management Association (AIMA) presented Premji with the AIMA Life Time Achievement Award for Management at the event. Premji noted that the pandemic had had an unequal impact, with the disadvantaged having suffered "exponentially more" and inequality widening significantly while advising that one needs to start on the path of philanthropy early. "Start right away, even if you start small. Try to help build institutions and support programs. We must have a strong set of civil society institutions that we can contribute to. Your experience in business has eminently qualified you to build scale; this is an integral part of nation-building," he added. Premji transformed Wipro from a company making vegetable oil to a diversified conglomerate, including a multi-billion-dollar IT services giant. He is one of the wealthiest men in India and has donated a large part of his wealth to philanthropic causes. In 2019, Azim Premji stepped down as Wipro chairman and managing director, handing over the company's reins to his son, Rishad. The septuagenarian

currently holds the position of Wipro founder chairman and non-executive director. Concerning people who have influenced his outlook towards philanthropy, Premji said his mother and Mahatma Gandhi's views had played a significant role in shaping his perspective on the subject. He narrated how his mother, Gulbanoo MH Hasham Premji, spent a lifetime helping a children's orthopaedic hospital despite facing several challenges. "All because she wanted to serve. Nothing fazed her; she was amazing. This is my core inspiration. This is what I saw while growing up, inspiring me to look at philanthropy very seriously. "And then there was Mahatma Gandhi's idea of trusteeship of wealth that the wealthy must act as custodians of wealth for the benefit of society, and not as owners of wealth. That influenced me a great deal later," he explained. Premji also spoke about the efforts of the Azim Premji Foundation in the field of education and that the intention is to set up four more universities in the next ten years. "A lot of our education commitment is towards encouraging our students to join the social sector finally. Be it in education, community development, public health, livelihoods, sustainability and more. Equally, there is a requirement for relevant research on the key issues facing our society across these different themes of human development," he said. Premji added that while the direct focus is on education, the foundation also supports other organisations to scale up their work for the most disadvantaged and marginalised people in society. [Do you agree with the views and social initiatives of Azim Premji? You may give reasons in support of your answer in light of your understanding of the topic of Corporate Social Responsibility and any one theoretical framework of ethics.]