

BIRLA INSTITUTE OF TECHNOLOGY & SCIENCE, PILANI

First Semester - 2023-2024

Professional Ethics

HSS F343 (Close Book)

Comprehensive Examination

Room No. 2201/2203/2204/2206

Max Marks 80

Date: 12.12.2023

Duration: 3 Hours

- Attempt All Four Questions.
- All Questions Carry Equal Marks.

1. Why ethics is needed for professions when there are formal rules in place to guide the professionals working in business organizations? You may respond to the question with the help of two reasons to establish the need of ethics for professions and you may also elaborate your answer with reference to three standards of ethical inquiry.
2. Define marketing ethics and advertising ethics. State and analyze three issues of advertising ethics: Deceptive Advertising, Irrational Persuasion, Impact of Advertising. You may conclude the answer with your own brief assessment.
3. Write a brief note on the areas and forms of discrimination. State and discuss the three ethical arguments against discrimination in a workplace to negate the importance of forms of discrimination. You may use examples to elaborate your answer.

4. **May the Truth be with You**

Jocelyn Tan

Catherine is a new hire at a startup that produces LCD displays for large venues, such as shopping malls. Part of her job requires her to troubleshoot malfunctioning displays.

One day, a shopping mall reported that two display units out of twelve had stopped working from their installation three months prior. The customer also noted serial and revision numbers on the two units were different from the rest of the units.

At the job site, Catherine inspected the displays and realized her company had sold units that were from a bad batch (i.e. group of displays that did not have over 50% yield during manufacturing). Catherine wanted to tell the site why the units failed, but recognized that if she disclosed this information, the site would be eligible to receive replacement displays at no additional cost. On the other hand, if she blamed the failing units on a weaker cause, such as improper installation, her company would be able to charge the site for replacement units.

Catherine knew her manager would want her to choose the option that would minimize the company's losses; however, she wanted to be honest with the site as they were one of the company's best customers.

What should she do?

You may answer the question regarding the case considering your understanding of the topic "Standards and Values for an Engineer" in the theme of Engineering Ethics and any one theoretical framework of ethics. If you want to include any detail from any other topic or theme, you may have one, but that would be treated as optional and additional to the suggested topic and theme.