



NMIMS Global Access

School for Continuing Education (NGA-SCE)

Course: Business: Ethics, Governance & Risk

Internal Assignment Applicable for June 2022 Examination

Assignment Marks: 30

Instructions:

- All Questions carry equal marks.
- All Questions are compulsory
- All answers to be explained in not more than 1000 words for question 1 and 2 and for question 3 in not more than 500 words for each subsection. Use relevant examples, illustrations as far as possible.
- All answers to be written individually. Discussion and group work is not advisable.
- Students are free to refer to any books/reference material/website/internet for attempting their assignments, but are not allowed to copy the matter as it is from the source of reference.
- Students should write the assignment in their own words. Copying of assignments from other students is not allowed
- Students should follow the following parameter for answering the assignment questions

For Theoretical Answer	
Assessment Parameter	Weightage
Introduction	20%
Concepts and Application related to the question	60%
Conclusion	20%

For Numerical Answer	
Assessment Parameter	Weightage
Understanding and usage of the formula	20%
Procedure / Steps	60%
Correct Answer & Interpretation	20%

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



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appear directly in the textbook chapters but are based on the content in the chapters, directly or indirectly.

1. As a product manager you are responsible for a new hand sanitizer launched recently by your company, Health and Hygiene Ltd. Most of your business is offline through channel partners. You are considering a hybrid model of offline as well as online distribution channels (ecommerce platform). Prepare a note for your Marketing Head identifying five financial and five operational risk involved and classify them as high, medium and low, so that the reputation and stated values of your company are protected. **(10 Marks)**

2. Select any one popular TV advertisement for any product/service that you find ethically wrong/inappropriate/ offensive. Using any one ethical decision making model (three models covered in class during session1, chapter 2, or any other model) analyse and explain the ethical issues involved and why they are wrong /inappropriate /offensive, from the perspective of any three relevant stakeholders eg consumers, company/brand, section of society involved or targeted eg women, children etc. **(10 Marks)**

3. Intelligent Services, your employer, prides itself on hiring minorities. One candidate fully fits the job requirements for an open position in your division. However, your boss is concerned that some of your customers will not understand the candidate's limited command of the English language. You are the manager to whom this candidate will report, if selected.
 - a. What decision will you take and how will you explain/justify it to your boss? **(5 Marks)**

 - b. Which two programs and/or processes will you introduce in your division to be able to successfully deploy many more such candidates in future? **(5 Marks)**
