



Seat No. : _____

DO-101

December-2025

Fourth Year IMBA, Sem.-VII

Ethics, Ethos & Values

Time : 2:30 Hours]

[Max. Marks : 70

1. Attempt the following questions : 14
 - (a) Explain concepts from the following along with their relevant examples : 7
 - (1) Moral
 - (2) Values
 - (3) Meta Ethics
 - (4) Deontology
 - (5) Utilitarianism
 - (6) Dogmas
 - (7) Pragmatism
 - (b) Explain what is ethics and the ethical principles found in Eastern and Western philosophical thoughts. Explain the concept with examples. 7

2. Attempt the following :
 - (a) Why is advertising sometimes considered exploitative? Discuss the exploitative nature of advertising with suitable examples. 7
 - (b) Explain different pricing strategies used by businesses with suitable examples. 7

3. Scenario : A tech startup wants to attract skilled Generation Z AI engineers but offers rigid work schedules and limited feedback culture. They are losing the applicants.
 - (A) Identify changes the startup must implement to align with Generation Z expectations. 7
 - (B) How can the company embed digital-first collaboration practices to improve engagement ? 7

OR

3. Explain in detail any three types of financial scams by stating real-world examples. 14

4. List fundamental employee rights at the workplace. Explain employer obligations with respect to workplace safety and law compliance. 14

OR

4. Scenario : During layoffs, a company terminates employees without proper notice, claiming financial pressure. Later, it is found that the company still offered bonuses to top executives.
- (A) Discuss the ethical violations and HR policies that should have been followed to ensure fairness. 7
- (B) State the significance of Trade Union in this scenario. 7

5. Read the following caselet carefully and answer the following questions :

Rohan is a talented college student who is skilled in computer programming. Out of curiosity and excitement, he hacks into the college database to modify attendance records for himself and his friends. He also installs key-logging software on a few lab computers to steal passwords and access personal social media accounts of students. Soon, several complaints are raised about identity theft and misuse of personal data. An investigation reveals Rohan's illegal activities.

Meanwhile, in the same country, the government announces new rules for online usage. Certain websites containing political discussions and social activism are restricted. Citizens start noticing that some posts they share are removed, and search results appear filtered. The government claims these rules are meant to prevent misinformation, cybercrime, and to maintain national security. However, many people object, arguing that their freedom of expression is being limited.

- (A) Discuss the above case to explain Common Computer Crimes. Identify and explain at least three crimes committed by Rohan and their harmful effects. 7
- (B) Explain the concept of Internet Censorship in the context of the case. Evaluate whether censorship is necessary or exploitative, supporting your answer with reasons. 7