

NMIMS Centre for Distance and Online Education (NCDOE)

Course: Business: Ethics, Governance & Risk

Internal Assignment Applicable for Jun 2026 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% |

PLEASE 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 appear directly in the textbook chapters but are based on the content in the chapter

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Q1 A multinational corporation is facing challenges after expanding into a new country. Local managers are following practices that are legal and culturally accepted in the host country but are at odds with the company's global code of ethics. Senior leadership is concerned about maintaining a consistent ethical standard across all operations, while respecting local customs and laws. You are the HR Director of a multinational corporation that has recently expanded into a new country with different cultural norms and legal standards. Some local managers argue that certain business practices, while legal and culturally accepted locally, conflict with the company's global ethical standards. How would you apply the distinction between ethics and law, as well as the sources of ethics, to resolve these conflicts and ensure consistent ethical behaviour across all locations?

(10 Marks)

Q2 A consumer electronics company has launched a high-profile advertising campaign claiming its new smartphone can last 72 hours on a single charge. However, internal tests reveal that the battery typically lasts only 48 hours under normal usage. The marketing team argues that the claim is "puffery" and common in the industry, while the legal department warns of potential regulatory action. Customers have started voicing complaints on social media, and consumer rights groups are threatening to file a lawsuit. The executive team must decide how to respond to these ethical and legal challenges. Evaluate the ethical and legal implications of the company's decision to continue a marketing campaign that exaggerates product capabilities. Assess the perspectives of different stakeholders and justify whether discontinuing the campaign or modifying it would be the most responsible course of action.

(10 Marks)

Q3 (A) A leading technology firm is undergoing digital transformation, introducing AI and automation across its operations. While these changes have improved efficiency, they have also led to ethical dilemmas around data privacy, employee autonomy, and decision-making transparency. The CEO wants to develop a new ethical leadership model that promotes both individual accountability and collective empowerment to

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navigate these challenges. Propose an innovative model for ethical leadership that addresses both individual accountability and collective empowerment in a technology-driven organization. How would your model foster integrity, transparency, and fairness in decision-making processes?

(5 Marks)

Q3 (B) You are a sales manager in a mid-size IT company selling IT hardware. The purchase manager for a large company agrees to give you an order of Rs. 5 crore (their first order with you) on the condition that you will agree to make a Rs. 50,000 donation to his favorite charity (NGO) that is supporting a local youth sports team being managed and trained by his wife. Explain the step wise process of how will you handle this situation in real life?

(5 Marks)
