

**BA ADMINISTRATION AND GOVERNANCE  
FOURTH SEMESTER  
ETHICS AND VALUES-I  
BAAG - 405**



Duration: 3 hrs.

Full Marks: 70

**( PART-A )**

Time : 2 Hr. 20 Mins.

Marks : 50

[ Answer question no.1 & any four (4) from the rest ]

1. Success may not lead you to happiness, but happiness is definitely the key to success. Discuss this statement based on your understanding of happiness and success. 10
2. Education is useless, unless it can move one's conscience into action. Analyze the role of education in building conscientious character. 10
3. Discuss the role of religion in value inculcation. Do you think religion makes a theist more ethical than an atheist? 10
4. Differentiating between morality and ethics, discuss the consequence of their convergence and divergence. 10
5. Some people argue that corruption emanates from the incentive structures within the society, while others see corruption as a purely administrative problem. Which view do you think is more appropriate? Justify your answer 10
6. "Ethics is not just a contemplative discipline. What we believe to be good or bad has implications on our actions." Discuss how different schools of ethics help us in making moral decisions. 10
7. Education means enabling the mind to find out that ultimate truth which emancipates us from the bondage of dust and gives us wealth not of things but of inner light." Examine the role of education in building an enlightened society 10
8. Relativity applies to physics not ethics. Are all ethical principles absolute? Give arguments in support of your view. 10

--- --

**(PART-B: CASE STUDIES)**

Time : 40 Mins.

Marks : 20

**[ Answer any one ]**

1. Sanjay is a fresh post-graduate from a prestigious management college. He was among the top of his batch and has landed a good job with a handsome salary at a food and beverage multinational corporation. This particular company is known for promoting healthy snacks and beverages that have no sugar and low trans-fat content. This was one of the major reasons for Sanjay to apply for this job. Sanjay thinks that through his work, he may be able to contribute something towards a healthy society and fit India. 20
- Sanjay likes the work culture of the organization as well as the nature of his new job. In just a few weeks, Sanjay's out of box thinking has helped him to get into the good books of his manager. One day, Sanjay was called in a meeting by his manager and was given the responsibility of designing a campaign for a new product. This was a big deal for Sanjay because such tasks are given only to experienced employees and he was a fresh joinee. While working on his assignment, Sanjay notices that most of the new products have a considerable amount of sweeteners in it. Although sugar was avoided, it was replaced with other products like maple syrup, corn syrup, fructose etc. This particular product has very high fructose content. High fructose content negatively impacts your metabolic health and may contribute to insulin resistance, metabolic syndrome, heart disease, and type 2 diabetes.
- Sanjay tries to discuss the matter with his manager but his manager sternly tells him to do as he is told. His manager tells him that the company is claiming that there is no sugar in their product, which is true and everything they are doing is legal. Further, similar practice is followed by all other competitors in the market. Sanjay still feels that this is a manipulative practice where consumers are deceived into buying unhealthy food products. Sanjay is afraid that taking up this matter with his manager can be counter-productive for his new career and he can even be dismissed as he is still on probation. Sanjay is the sole breadwinner in his family and has a huge education loan to pay off. At first, Sanjay thinks that this is how business is done and he should drop this matter but his conscience keeps on pricking him to do something.
- a) Analyze the conduct of the multi-national company from the perspective of ethics.
  - b) What are different options for Sanjay in this situation? Evaluate each of the options and suggest the most suitable course of action.

2. You are the district magistrate of Kasigunj. The state government is pushing for digital solutions to improve health care delivery in remote areas. Government has introduced a digital patient registration and management system that can record disease history, prescribed treatment regimen, lab reports etc. The system can be accessed and operated through smart phones connected with the internet. ASHA workers form the backbone of health and nutrition interventions in rural areas. To ensure that they can buy smart phones and assess the patient registration and monitoring system, the state government has provided a one-time grant of six thousand to them. Government is also providing 1 GB/day high speed data to ASHA workers. However, the new phone and internet is used more for streaming videos or browsing social network sites and after the lockdown, for attending online classes by their children.

To ensure that the phone and internet is being used for its intended purpose, the government has made it mandatory for every ASHA worker to download a new mobile application. The new mobile application allows officials to directly manage devices of ground-level public health workers. The application tracks daily work and provides insights on how a person uses the handset. The ASHA workers have gone on strike against this directive. They allege that the application violates the privacy of women and can monitor their personal conversations, access photographs, and record audio or video through remote access.

The new dispute and strike threaten to derail not only the digitization drive in public health services but also the recruitment of women as ASHA due to misgivings about invasion of privacy and misuse of technology.

In this situation, following choices are available to you for resolving the crisis:

- a) Abandon the requirement for mandatory downloading of the new application on smartphones.
  - b) Stop providing free data to ASHA workers to avoid misuse of government resources.
  - c) Take strict action against ASHA workers who are on strike.
- Suggest any other possible option(s). Evaluate all of them and suggest the best course of action, giving your reasons for it.

== \*\*\* ==