



Institute of Management
JK Lakshmipat University, Jaipur
MID TERM - 2 EXAMINATION, SEPTEMBER 2018

BBA/B.COM. Sem- V
MM: 20 Marks

Course: Ethics & Human Values
Time: 90 minutes
Subject code: HR 13

All questions are compulsory

- Q1. Discuss the Utilitarian Standard of Morality, including its advantages and disadvantages.
6 marks
- Q2. Explain the following concepts with respect to the moral criteria of Justice and Rights:
(2 x 2 = 4 marks)
- a. Egalitarianism
 - b. Socialism
- Q3. India's competition watchdog has fined 11 cement companies, including ACC and Ambuja Cements, for price fixing. The Competition Commission of India (CCI) has imposed a collective fine of more than 60 bn. rupees on the firms. It has accused them of "limiting" supplies and controlling prices through an "anti-competitive agreement".

The country is witnessing a growing demand for cement. However, the CCI said that the 11 accused firms did not increase their supplies to meet the surge in demand, a move it said resulted in higher cement prices. "The Commission has found that the cement companies have not utilised the available capacity so as to reduce supplies and raise prices in times of higher demand," the CCI said in statement.

From the point of view of the benefits of a perfectly competitive market and the three moral criteria – justice, utility, and rights, please explain the viewpoint of CCI. 10 marks