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HYD
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GENERAL STUDIES (TEST CODE : 860)

Name of Candidate	RAMYA		
Medium Hindi/Eng.	ENGLISH	Registration Number	33143
Center	HYDERABAD	Date	30/09/2017.

INDEX TABLE		
Q. No.	Maximum Marks	Marks Obtained
1(a)	10	
1(b)	10	
2(a)	10	
2(b)	10	
3(a)	10	
3(b)	10	
4(a)	10	
4(b)	10	
5(a)	10	
5(b)	10	
6	10	
7	10	
8	10	
9	20	
10	20	
11	20	
12	20	
13	20	
14	20	

Total Marks Obtained:

Remarks:

Signature of Examiner

INSTRUCTIONS

1. Do furnish the appropriate details in the answer sheet (viz. Name, Registration Number and Test Code).
2. There are FOURTEEN questions printed in ENGLISH.
3. All questions are compulsory.
4. The number of marks carried by a question/part is indicated against it.
5. Answers must be written in the medium authorized in the Admission Certificate, which must be stated clearly on the cover of this Question-Cum-Answer (QCA) Booklet in the space provided. No marks will be given for answers written in medium other than the authorized one.
6. Word limit in questions, if specified, should be adhered to.
7. Any page or portion of the page left blank in the Question-Cum-Answer Booklet must be clearly struck off.

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EVALUATION INDICATORS

1. Alignment Competence
2. Context Competence
3. Content Competence
4. Language Competence
5. Introduction Competence
6. Structure - Presentation Competence
7. Conclusion Competence

Overall Macro Comments / feedback / suggestions on Answer Booklet:

1.

2.

3.

4.

5.

6.

All the Best

Answer the following questions in not more than 150 words each:

1. (a) Marketing has become a crucial link in the success of a business. With suitable examples, discuss the ethical issues involved in marketing of a product or service. How can these issues be resolved? 10

Marketing is chain which links the producer to consumer. It is a part of business. Marketing is a crucial for supply-demand link mechanism because of its

> Last mile connectivity.

It can effectively deal with the end user behavioural changes.

> Increase the market base

By taking various techniques, marketing helps one product penetrate to deep market.

> Competitive enabler

The success of a business not only depends on product manufacturing but also stands in front of the other product, where exactly marketing takes responsibility. ex:- Samsung,

> Behavioural changes of consumers.

The prejudices about the product will be effectively managed by marketing.

ex:- Made in china for inferior quality.
Made in India for superior quality.

while pursuing business some ethical issues are involved in marketing:

> Honesty - objectivity.

So many marketing managers are persuading the consumers by giving false perception about product.

> Healthy Competitiveness

Luring the consumers by projecting discounts for its out-dated stocks is not a healthy practice

> The means taking in Marketing.

Many take ill means viz ignorance of side effects of the product, exaggerating the actual performance of product.

As Gandhi said "Business without ethics is a bone with a witch among seven". So that the ethical issues can be tackled by following

> ethical code of conduct for organisations

> Quality certificates from designated institutions

> Qualified personnel with ethics for marketing

> Citizen charter.

1. (b) Value education empowers a person to confront the myriad challenges of contemporary Indian society. Discuss. 10

Swami Vivekananda once told "Education is the manifestation of perfection already in man". Education used to enlighten people, build their character and consciousness, made people mature with broader outlook about societal norms and values.

Merely studying textbooks, attending workshops will not enable a person to attain above goals. Value education only empowers a person to perfect maturity.

~~Value education~~

Values like empathy, sympathy, Rationality, Compassion, honesty, integrity, etc.. are the ones must be imparted in the education system because.

- > In the complex and modern society values only enable to understand the feeling of others
 - > Cement the Unity in diversity
- Presently, India struggles with intolerance, major growing majoritarianism, environment

tal degradation, raising inequalities, Corruption. etc., all can be effectively dealt with by a value education system

Ex:- tolerant attitude of a child leads strong social cohesion.

> Reduce Religious fundamentalistic, parochial view and its influence

Ex:- Zihad is the result of misinterpretation of the Quran.

Jalag-e-Idat is outdated practice of Islam.

> Enable citizens more responsible

A responsible citizen can't throw a plastic waste, solid waste on the road sides.

> women empowerment

Idea gender equality must be start from the childhood onwards.

So that Value Education can effectively deal the myriad problems of the India. It is more need of the hour in present deteriorating value system in the globe, particularly in India.

2. (a) Ethics is the first line of defence against corruption while law enforcement is remedial and reactive. Examine the statement with suitable examples. 10

Law is remedial and reactive because it can deal with the situation only after the corruption was practised. It can convict the victim and impose penal provisions after proven guilt. For example a person will get punishment under the act only after his crime was proved.

The punishment principle to reform a prisoner/convicted person can't effectively, ~~rather~~ due to lacunae in the system there is every chance of being horden.

On the other hand corruption can be checked by stopping before it committed through behavioural change, reformation, etc..

The change must come from the inner that is sustainable and reformative. It ~~can~~ ^{will} stand against any pressure and influence.

The ethics like compassion, empathy, objectiveness etc.. can make a person more responsive rather than reactive.

A district collector can be more responsive to the grievances of the victim rather than reactive to the victimised.

Hence, ethics can be the first line of defence against corruption, that is more responsive, sustainable.

2. (b) Discuss the influence that parents have on values of their children and the role they can play in transmitting good values and resisting negative influences. Why is it that, at times, the values of children differ from that of their parents? 10

Family is the first school, a child can learn many things from parents later society only. As rightly said "children are best imitators, if they go wrong that is our mistake".

The parents can influence child on many ways

> Best persuaders

Parents can influence the attitude of a child about surroundings.

> conductors

For example appreciating the good deeds,

> Resisters

Alert the child to change the wrong track if not they mend the ways by influence through bonding.

> Value transmitters

The values from one generation to next generation can be transmitted.

> Role models

For everyone their parents are best, it can change the wrong behaviour.

But, present globalisation era the value of childrens are change to their parents because of the following reasons.

> Corporatization of education

The values are lose significance. Value based education replaced by rank based education

> Globalisation.

It is part of responsible. It makes system more commercialisation.

> Nuclear family system

Old people are reservoirs of values, but which is missed in nuclear families.

> Busy life

Parents are less time to spend with children due to their work load in offices.

> changes in way of life

Introduction of malign foreign element causing harm to the society.

ex: ~~High~~ party culture

Callousness attitude toward fellow human being etc.

3. (a) What does 'public service' means to you? Describe the various ways in which one can serve the public. Does one necessarily serve the public better by entering the civil services? Justify your stand. 10

Public service is a business of transacting commodity of service to the community as a whole. or simply a service rendered to the public interest. Here profitability is less important than the public interest. It is meant to deliver services to the citizen for their benefit than a group or individual interest.

There are many ways to one can serve the public.

- > philanthropy
It is a way which involves ^{and expresses} the love towards humans through charity.
Ex:- old age homes, rehabilitating centres
- > NGOs
NGOs are major groups which fills the gaps left by the government services.
Ex:- Human right watch, Doctors without Borders, Amnesty.
- > Civil Services.
It is another option which involves high level decision making, policy formulation for public services.
Ex:- IAS, Police, Teacher

> Individual

An individual also serve the public upto his Capacity.

Ex:- helping a Road accident victim.

~~Swami vivek~~ One can serve the public effectively by entering the Civil services because

> Policy formulation, decisions, implementation
It can give greater good to greater people. Each single decision covers large pool of people.

> Identification of social malice and reformation.

> High social contact.

However, Though Civil services brought a great opportunity to serve people effectively, ~~one~~ an individual also can serve the public. Because doing duty objectively with integrity is a form of service. One must honestly perform his duty. Ex). A clerk can perform his duty is a form of service.

3. (b) What do you understand by 'civic virtue' in public life? What are the challenges in practising it in today's time? How can these challenges be overcome? 10

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4. (a) The lives of great leaders inspire us in many ways. Which leader has had a lasting impact on you and in what way? Mention one outstanding value that you have imbibed from him/her and its importance to being a civil servant. 10

The lives of great leaders inspires us in many ways as a motivator, role model, persuader.

Swami Vivekananda had lasting impact on me by following ways:

> Inspiration

His quotations, saying inspired me to reach the goal. "Arise! Awake! and stop not till the goal is reached."

> Compassion

He toured India and aware about poverty of Indian masses. He founded "Rama Krishna Mission" in the service of human. He said "Service to human is service to god".

> Humanity.

He carried out various public services like hospitals, schools, yoga centres etc..

> Religious tolerance.

He brought the essence of ^{all} religion. He praised Jesus, Quran also.

> dedication

Out of these 2 imbibed Compassion.

It can be used for Civil services by following way

> Understanding the situation of the context

> It will help to deliver quality services to
the poor and disadvantage sections

> Help to deliver "greater good to the ^{maximum} greater
people".

>

4. (b) Governance is the vital link in our quest for prosperity and equity. What should be the key elements of ethical governance to eliminate corruption and bureaucratic delays? Examine. 10

5. (a) Has excessive profit seeking by corporates undermined the trust of public in the private sector? Giving examples, examine the reasons for failure of corporate governance in India. 10

The private sector is sustainable based on the concept of "profit". However excessive profit can disrupt the cycle flow of business which results in severe consequences of

Ex:- 1929 Economic crisis

Manifestation of the profit maximisation results in various scams

Ex:- Satyam scam

Many see private industry for self-interest not for public interest

Ex:- Call drop issue

They focus on the expansion of the market base rather than quality service

Ex:- Adulteration of milk, basic commodities, spurious drugs (medicines).

This has meant that the consumers are affected much. Profits are important but excessive profits will erode the trust of public on private industries

Reasons for failure of corporate governance

> Conflict between majority and minority shareholders.

→ The board is subordinate to the
major shareholders.

> Collusion between Companies and Accountants

Ex: Enron Scandal

> delay in judiciary

> Inadequate Legal laws.

> Lack of awareness about various provisions
in corporate governance.

5. (b) Income inequality, resource mismanagement and health hazards are some of the negative consequences of globalization. In this context, what are some of the ethical dilemmas that civil servants face today? How has the approach to handling these undergone a change? 10

In this context, ethical dilemmas in the era of Globalisation faced by Civil servants :

> Economic prosperity Vs Social Prosperity
On one hand liberalisation needs a space for conducive ecosystem for private sector whose prime motive is profitability, on other hand social welfare is need of hour in rising inequalities.

> Economic development Vs Environment protection.
for high GDP needs greater exploitation of natural resource cause environment degradation. However, without environment conservation sustainability can't be achieved.

> IPR Vs Public Health
The private firms needs removal of compulsory licence, for industry development whereas it is dire need in health services to manage wellbeing of ~~poor~~ poor people.

To handle these, multi-pronged approach is necessary in following manner:

> Civil servants shift their orientation from being controllers to facilitators and from being providers to enablers.

> Foundational values (empathy, sympathy, compassion) + Traditional value approach (integrity, honesty, objectivity, dedication)

> Technological adaptation

> Code of conduct + code of ethics.

6. Discuss the role and importance of independent directors for corporate governance. 10

Companies Act, 2013 has laid down eligibility criteria for independent director for Corporate governance. He is a non-executive director of a company who does not have any fiduciary relationship with the company, and/or has not been an executive with the company in the three preceding financial years.

Importance and role of Independent directors

- > fraud prevention and detection, protect interest of the minority stakeholders, mediate between management and shareholders, improve corporate credibility and risk management of the company.
- > Important role in naming and grooming executive directors of a company.
- > Regulatory authority in the interest of investors.

However, the credibility is on question

- > Recently, leadership change in Tata Sons Ltd which limited the role of independent directors.

There needs to be clarity on the
role of independent directors so that
there is no conflict of interest in the
Company.

7. Is there a conflict between morality and freedom? Discuss with reference to Kant's views on categorical imperative. 10

Categorical imperative (CI) is the objective moral law, absolutely binding on us. It must be performed without any conditions, irrespective of our will. Therefore it appears CI is against human freedom for the following reasons:

- > There is always a conflict between our will and moral duty.
- > He ~~shows~~ shows morality as "duty for duty sake" is against the free will.

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8. "Since at the beginning and end of our lives we are so dependent on other's kindness, how can it be that in the middle we neglect the kindness towards others?" - The Dalai Lama. Bring out what you understand by this quote and discuss its relevance in the Indian society. 10

At the time of our birth we depends upon our parents for love, care and Compassion, At the time of old we are depends upon the kindness and Compassion of children and Caretaker. In ^{this} middle at youth we are productive, active, immense we neglect or forget kindness towards others because of self-centric, egoistic, fulfill of own desires.

Youth is a golden opportunity to individual to create change and contributing betterment of all around us. Hence, we channelise our energy towards construction of the well being around us for better society.

Relevance to Indian Society

India is a nation of high young population. Many of us giving importance to Consumerism, ill eye on environment, neglecting old parents, giving importance to right than duties, indulge in corruption, intolerance, ignorance towards elderly problems in the Country.

This led to inequality, social unrest, communal clashes, crimes, ~~and~~ degradation of environment.

To overcome these the youth must strengthen their waists for ~~to~~ harbingers of universal humanitarianism, tolerance, kindness, responsibilities, sympathy and empathy and compassion towards others.

~~As said~~

Swami Vivekananda said: "Stretch your hand to help or to bless others".

In the following questions, carefully study the cases presented and then answer the questions that follow (in around 250 words):

9. You, a reporter currently working as an intern, accompanied a small group of reporters to a political event organized by the ruling party's state unit. The party was followed by dinner where you were also asked to join. Here, you noticed that alcohol was being served to some members of the ruling party. Consumption of alcohol had been declared illegal in the state a few months ago and the ban is being enforced strictly across the state. The other reporters in your group ignored the issue and asked you to ignore it as well. However, it was clear to you that the law was not being followed.

(a) Identify the issues involved in this scenario.

(b) What are your duties in such a scenario?

(c) What course of action would you follow and why?

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This case is about where a reporter noticed that serving and consumption of alcohol in a political event organized by ruling party which is illegal and banned across the state. The co-worker suggested to ignore this issue

a) The issues involved in this scenario are
violation of the rule/law.

The law passed by the state government is not implementing with full integrity, which is against the rule of law.

high probable collusion of ruling party.

This event is organized by ruling party's state unit. Though it may be serving by others, but there is high possibility of

Collusion between ruling party and the alcohol mafia.

Ethical Issue

The issue is noticeable by the reporter.

Any ignorance could cause an ethical damage to the personal and organisation ethics. As a public reporter (though intern), it must be duty his/her duty to bring this issue into lime light.

Health Issues

The government banned alcohol for the purpose of good health. But the illegal activities cause damage to their health.

b) As a reporter (intern) my duties are:

reporting into public

As a intern i have to learn how to be impartial, ethical, integrity. It is the right situation to make the theory (what i learnt) into practical without fear.

ignoring the issue

But ignoring this made me an irrespons

-wise citizen because ignorance is the greatest sin.

Follow work ethics.

c) I would follow the following course of action.

I would bring this issue into the public by reporting without any fear because as an intern reported I would impart the greater values such as impartiality, work ethics, integrity, honesty etc.. into my life in future.

This is my chosen profession and carrier also.

Moreover, it is responsible of every citizen also. As mentioned in the law every individual can be acted have policing power against the banned activities by the law.

I would complaint this issue into police also.

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10. You are posted as the Sub-Divisional Magistrate (SDM) in a district. As the SDM it is your responsibility to conduct interviews and select a candidate for the post of an ASHA worker in the district. On the day you are conducting the interviews, you are approached by the MLA of the local constituency who asks you to choose a particular lady for this position by overlooking the other candidates. On checking her documents you find that she is eligible in all respects. The MLA implores that she should be given the post on compassionate grounds as her husband was a soldier who was martyred in a war. Some of the options to handle the situation could be as follows:

- (a) Ignore the MLA and proceed with the process of selection.
- (b) Speak to your superior and seek his guidance on the matter.
- (c) Appoint the lady to the post as it is a compassionate appointment.

Also suggest other possible options.

Evaluate each of these options and suggest the best course of action, giving reasons for it.

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This is case where the conflict between the recommendation of the MP/MLA and objectivity in the selection process.

a) I will not ignore the MLA totally, he came/recommend on Compassionate ground, that too she is eligible in all respects, so that I will tell him that apply her to the job and take the formal process of recruitment. Suppose she is not eligible, check the status of her and ensure any possibility is there on compassion ground.

b) Speak to the superior is a good idea. But this is not that much of a big conflict of interest. The recommendation is on Compassion ground, not on Compulsion. So that instead of speak to the superior, check the any other jobs on the Compassionate grounds.

c) Appoint her on the Compassionate grounds directly which may violates the objectivity of the recruitment process. Because there is every chance of being asked by the MP/MLA in future ~~ground~~ other grounds.

So that this option is not correct to choose.

out of the three options available I will follow direct procedure of selection, because ~~it is not~~ it is objective and based on rule of law, that too she

is eligible on all grounds. Suppose she is failed in interview, i will arrange any other possible job in the department on the grounds of Compassion.

At last, If she is Sick, Vulnerable, dependent ~~to~~ i will give this job to her because she is eligible to the job and the Compassionate corner.

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11. You are officer-in-charge of a very important railway junction, which is an artery of trade and commerce. A peasant disturbance has been brewing in your district for the past few weeks. Their discussions with the political and district leadership has borne no fruit and it has come to the stage that now they are protesting by organizing a sit-in on the railway tracks near the station. They have thereby succeeded in blocking movement of all trains. This disruption is causing significant harassment for the passengers waiting at the platform as well.

(a) What will be your course of immediate action?

(b) How can emotional intelligence act as a tool in handling this issue?

(c) What steps will you take so that such incidents are not repeated in the future?

20

This is a situation to tackle the bandh, dismantle it while providing security to the passengers and free movement of traffic for trade and commerce.

a) Immediately I will take the following course of actions:

Being an officer in charge of the railway station it is my duty to ensure free passage of the trains and passengers without any affect due to ongoing protests.

I will make ensure that the tracks will clear by persuasion, warning and all other legal means available. A peaceful protest is permissible, but disruption to normal life will not be allowed.

I will seek the help of district administration to ensure the smooth functioning of railway station would not hamper.

provide basic amenities to the passengers such as water, medical aid, etc... Safety of the passengers will be first priority at any cost

b) Emotional intelligence is very crucial in this situation because it involves various stakeholders. Any ~~mis~~ inappropriate, irritable decision would cause damage to the ~~aspect~~ of the government.

Coordinating many wings of government such as railways, district administration, and dialogue with the protesters safety of passengers cause huge mental pressure.

Stay calm and peace with efficient effective steps will bring greater success

The plight of the passengers (urgent clauses) need to understood. An ~~emotional~~ maturity

needs to be of the hour.

He must balance the pity ~~of~~ emotions of peasants and arguments must be based on strong public interest to convince them need a fully emotional maturity to deal with such a delicate situation.

c)

1) Identify the persons who involved in the blocking get adequately punished. This will send a clear/strong message to those who will repeat in future.

2) Create public awareness about legal consequences more over loss to the public exchequer, so that the incidents may not happen future

our Constitution enables a peaceful protest, but the means it would taken needs to be analysed. This type of illegal blocking, rioting are not acceptable in democracy like India

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12. You are representing India in an international bidding for oil exploration in a country. Other, richer countries are also bidding for the project. You are sure that your bid of exploration is better as well as cheaper than that of others, and that you will definitely win the bid. A day before the auction, you come to know that other countries are employing every means, including bribing the authorities for being successful. Some of the officials of the home country have also contacted you and made some demands in exchange for assurance of India winning the bid. You are aware of the criticality of this bid in terms of domestic economic and strategic implications. Based on above information, answer the following questions.

(a) Specify the ethical dilemma(s) that you face in this situation.

(b) Do ethical concerns really matter in international transactions or are they secondary to domestic interests?

(c) What will be your course of action in the above situation? Justify with merits and demerits.

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a) Ethical dilemma in this situation

Bribing to win bid vs Upholding truth, honesty

The former action may result in winning bid, but it is unethical because the means should also be correct. This step may bring relief short term to the nation, but in long run it will damage the image of the nation because the truth will reveal at any day. This is inimical to healthy competition, level playing field and innovation.

The latter action is ethical, but results in loss of bidding which may affect the career. However, it is right action. It is better to face hostility than to lose honesty.

personal ethics Vs National Interest.

Nation means not the territory but the people. Every individual has some ethical conscience. If one is representing a nation so that the ethics must prevail over the national interest because ethics is universal ~~ethically~~.

b) National interest should be paramount because nation is for the interest of the citizens. Moreover, in international relations no one are permanent foe or ally. So that the representative must be work on the interest of the nation.

However, if interest of the citizens are paramount, such concepts like Colonisation, exploitation, holocaust should be defensible.

So that in international arena also fairness, justice, sustainability concept etc. are the guiding principle.

c) Course of action:

Verify the information is valid or not

Inform my seniors and take advice

- # Inform the in head of the authority who handling the whole bidding process.
- # Seeking intervention from the home country.
- # demand to punish the bribe-givers, takers,

In international transactions, unethical actions also justified, but at close look it is also against the relations between countries

Further, a single contract cannot be so important than the overall standards of our country which gave lot of respect on the international platform.

So that I will follow the course of right action, I will display the faith in the governance of my home country.

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13. You are the CEO of a film production company, which has not been doing well financially for some time. Your company is now relying on its forthcoming movie, which is about to be released shortly. The movie has a cast of reliable actors and even before its release, trade pundits have predicted that the movie will be a hit.

However, you face a conundrum as one of the actors in the movie is a citizen of a neighbouring country with which relations have been disturbed and a war like situation exists. While the political atmosphere was different when the movie was being filmed, now there is a widespread public demand, with a local political party at the forefront, for replacing the actor from the movie or a ban on the release of the movie itself, if the actor is not replaced.

While you are aware of the mood of the nation and the public repercussions of releasing the movie in its present form, you also know that it is not feasible to replace him at this stage as he has a substantial role in the movie. There is also a section in the film fraternity that does not want you to compromise in the wake of threat by the local party as it compromises freedom of speech and expression as well as artistic creativity.

- (a) What are the options available to you?
 (b) Evaluate each of the options and state their merits and demerits.
 (c) What course of action would you take and why? 20

options available to me and the state of their merits and demerits

⇒ Agree to demands of the party and replace the actor

merit:- As CEO, it is ultimate decision which financially benefit the Company.

demerit:- This is not feasible, because the actor has a crucial role, reshooting causes huge economic burden.

2) Take a firm stand and release film.

merit :- It could save the interest of the Company and promote film fraternity. build a culture of freedom of speech and expression

demerit :- may attract unprecedented chaos. Also it is public opinion so that film may run on losses.

3) Postpone the movie

merit : protect film in its original form
provide more time to take decision

demerit: financial implications
demoralise the crew members.

4) Course of Action.

- > Approach the party leader and put reasons. If he refused I will release the original film with proper police approach and suggestion from state leaders
- > Additionally, I will request the support of the film fraternity and associations of various producers, theater owners.

→ I will also ^{select} audience to give a chance to film projected in theater fairly.

→ It is important to take a stand as art transcends national boundaries and hiring actors who belong to other countries is not a yardstick for measuring patriotism and nationalism because in international relations no country is a friend or foe forever. Moreover it affects the Indian artists working in the neighbouring countries.

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14. Big firms often undertake sub-contracting to complete large infrastructure projects in a timely manner. You recently joined one such firm as a manager responsible for awarding these contracts. Looking at the past records, you find that all contracts for the past few years have been awarded to a particular firm, X. Your superior has asked you to award an upcoming contract to the same firm. Although, not binding, company procedure maintains that sub-contracting work should be offered after competitive bids. This is to ensure that the firm most suitable for the project in terms of operations and finance gets the contract. When you discuss this with your superior, he insists that hiring of the firm X has been done as per legal norms of the company and no official rule has been violated. You decide to contact the owner of the firm X. After doing so, you realize that he is the nephew of your superior, who is also a shareholder in the company.

(a) State the ethical issues involved in the case.

(b) Does this form of transaction between two private parties constitute a conflict of interest? Justify.

(c) Evaluate the possible ways of awarding contracts in such a situation with their merits and demerits. Also state which method would be more suitable in each situation.

20

Here, a Superior of mine insisting to hire a firm X who is his nephew for awarding a sub-contracting which has been awarded for the past few years to the same firm X.

a) In this situation following ethical issues are involved such as:

> objectivity Vs Ignorance

Here, as per the Company Procedure the sub-contract offered after competitive bid only. Making a favour to follow

-ing the procedure based on past track,
which may leads against Company interest.

> Nepotism and Compromise of professional
Integrity

> Legal Vs ethical

b) Yes it is a Conflict of interest

> ^{between} personal and professional interest

As a senior & shareholder of the
Company he inhibited me toward the Contract
to his nephew. ~~However~~ ^{may} The superior always
thinking about the performance of the
organisation. However the quality of service
need of the hour to the Consumer.

c) Possible way of granting contract to
firm

> Granting to firm X as suggested by superior
merit : good relation with him
may get promotion and increments

demerit : unethical in my conduct as a manager
obstructing competitive bidding
Compromising integrity and Committed
to the interest of shareholders.

> Refuse my superior interest, and organise
Competitive bidding

merit : following integrity and Company procedure

demerit : against the order of superior
hinders my promotion and bonus etc..

I will talk to the superior about
generated conflicts and try to convince him
for competitive bidding. If he refuse, I
will bring this matter to the head/board
of company. This will ensure other managers
and subordinates not in a similar position
in future. I will conduct competitive bid
and award project to suitable firm. It
will ensure my integrity and uphold the
interest of all stakeholders.

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VISION IAS™

Don't write
anything this
margin
(इस भाग में
कुछ ना लिखें)

860

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Don't write
anything this
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(इस मार्ग में
कुछ ना लिखो)