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Appendix-I

Patanjali’s Astanga-Yogasutra

Patanjali lays down eight graded steps in his Yogasutras for the attainment of true emancipation of man from ego. This state of mind termed as *Nirdwandwic sthitaprajana* (free from dualities or steady wisdom state of mind) or *trigunatita* state of mind (beyond three *Gunas*). The person who is successful in attaining such state of mind is called Yogi. The eight steps of *Astangayoga-Sutra* are as follows:

1. **Yama**- That is non killing, truthfulness, non-stealing, continence and non receiving,
2. **Niyama**- That is internal and external purification, contentment, mortification, study and worship of God,
3. **Asana**- That is, posture which is firm and pleasant,
4. **Pranayam**- That is, controlling the vital forces through scientific breathing,
5. **Pratyahara**- That is, withdrawal of senses from sense objects and in drawing the constantly outgoing tendency of the senses,
6. **Dharana**- That is, is holding the mind on to some specific object,
7. **Dhyana**- That is, unbroken flow of knowledge (thought) in that object, and
8. **Samadhi**- That is, the elimination of all distinction between the knower, known, and knowledge.
Appendix-II

Meditational Exercises (Mind-Stilling)

As it has already been discussed that our thinking and breathing processes are positively co-related, when we feel stress, anger, excitement our breaths becomes shorter and shallower. Brain-stilling is the method through which we can control our mind by emptying it from thoughts that disturbs it and makes it agitated and confused. Mind-stilling is a cyclic and systematic mindful breathing exercise. This process is outlined below:

1. To sit in steady erect and comfortable posture (in Sukhasana, Padmasana, or Sidhasana), with empty stomach, loosed cloth, and with closed eyes. Use your right hand, Then press right nostril with thumb and inhale deeply and slowly with left nostril and full your lungs with fresh air, then press inhaling nostril or left nostril with ring finger (4th finger), and exhale through it. Then press left nostril with 4th finger and breath deeply with right nostril and exhale through left by closing right nostril with thump. In this way deep breathing in and breathing out through alternate nostrils about 10-15 cycles (15 minutes or 1breathing in +1breathing out =1 cycle) in a sitting makes our nervous system more organized, orderly and calm. Now breathe normally maintaining the rhythm and continue to sit with closed eyes. Such regulated breathing may be done at least twice daily. It can be done at the workplace also in a squatting and steady posture while sitting on an erect chair. A few things to note during this process:

i. Breathing should be cyclic and mindful process that means consciously feeling as if we are breathing in the sattwic guna (good qualities) e.g. straightforwardness, effulgent light, compassion, serenity, and purity and imagining that these are entering and spreading in to your system while breathing in. The more intense this imagination is, the better the effect is. Similarly, while exhaling imagine as if we are breathing out the rajsic and tamsic guna (bad qualities) out of system e.g. anger, restlessness, pride (rajsic) sloth, indecision (tamsic) etc.

ii. Let the breathing exercise be attempted inaudibly-even to oneself. The exhalation should be done, at a slower pace or speed than that of inhaling.
iii. Let breath be not held in or out while switching from inhaling to exhaling, and vice versa. This we all could do without any harm. In yoga breathing in is *puraka* breathing out is *rechaka* and holding breath in or out is called as *kumbhaka*. One who in action can cease from breathing and can held the breath longer is the master of *Prana*, the energy that acts and creates throughout the universe. But holding the breath in or out can be done only in the advanced stages under the care of an adept. Controlling the breathing is known as *Pranayama*.

iv. This exercise should be done in empty stomach, wearing loose cloth. Otherwise it will cause difficulties. Don’t make any movement immediately after it; keep still, until you come back to normal.

2. Next you try to feel that the space within your head is becoming light and loose, all the accumulated stuff (thoughts, images, information etc.) in it, is being drained off, you have restored coherence in the nervous system. You can feel that a gradual vacuum is emerging and gentle steadiness is rising in yourself and a serene ease and lightness is developing in yourself.

3. Now you can feel like a blooming lotus opening up in your head-top at down. It is aspiring for, inviting, and welcoming the effulgent rays of the sun of the all-pervading Supreme Consciousness into its bosom. At this stage your consciousness comes in contact with supreme consciousness. This state of union of individual mind with the big mind is known as *Yoga*. This is the source of all understanding, creativity and bliss. Stay aware and experience it for 10 to 15 minutes, but no hurried impatience. *(Source: Yoga Psychology or Raj-Yoga)*

4. Identity Exercise-As we are the combination of body, senses, and intellect and these instrument make us feel deficient; and anything which is deficit-driven by nature is necessarily open to stress. The process of identity exercise to be performed internally, after the breathing exercise is over. This exercise removes the body-centered notion and a person’s self identity can be anchored as *poorna* (complete & perfect).

(a) By transferring your awareness to the heart-centre repeat the following set of five statements of mental affirmations:
I posses a body, but I am not the body;
I posses the senses, but I am not the senses;
I posses a mind, but I am not the mind;
I posses an intellect, but I am not the intellect;
I am the Self-Luminous Pure Consciousness which is Poorna.

This is a process which can lead you to transition, by degrees, from your deficit-driven, empirical super-imposed self to the intrinsic, transcendent Poorna Self.

(Source: Jnan-yoga)

(b) After repeating mentally the above statements for five rounds, you may concentrate on a luminous core in the heart-centre not the biological heart. Try to imagine strongly that the supreme consciousness you had ardently invited down through the opened up head-top is now concentrated as a core of effulgent, pure, serene, light entirely. The rays of this light are penetrating deep into our being and cleaning it up of all their unwholesome thoughts, emotions etc. this helps in tuning the mind above from dualities or dwandwas and makes free from stress.

(Source: Raj-Yoga)

(c) Meditation: Watch the entire process as a witness. Meditation is culminating concentration on a neutral object (e.g. a luminous core or steady flame) or on the luminous, pure, calm, and smiling form of chosen deity (Ishtam). Indian psychology offers the method of meditating on one’s chosen ishtam, which is a personalized symbol of the perfection and purity, harmony and poornatwa that Supreme Consciousness is. Try to create an emotional rapport with your radiant ishtam by offering your body, mind, senses, and intellect unto him for purification and guidance. This helps in achieving perfect inner equilibrium or samatawa.

(Source:Bhakti-yoga)
Now you can radiate your energy that you have received in this process, in constructive activities all around. Sincere and regular practice of above system should lead to the acquisition of five specific gains for managerial roles:

Gradual strengthening of will-power;
Development of deeply penetrating vision;
Growth of instinctive ethical rectitude in decision-making;
Feeling of deep inner serenity and poise; and
Ability to experience what existing in the ‘present’ signifies, instead of either living in the ‘past’ or in the ‘future’, in our daily life.
Appendix-III

American Marketing Association Code of Ethics
Members of the American Marketing Association are committed to ethical, professional conduct. They have joined together in subscribing to this Code of ethics embracing the following topics:

Responsibility of the Marketer
Marketers must accept responsibility for the consequences of their activities and make every effort to ensure that their decisions, recommendations, and actions function to identify, serve and satisfy all relevant publics: customers, organizations, and society.

Marketers’ professional conduct must be guided by:
1. The basic rule of professional ethics: not knowingly to do harm.
2. The adherence to all applicable laws and regulations.
3. The accurate representation of their education, training, and experience.
4. The active support, practice, and promotion of this Code of Ethics.

Honesty and Fairness

Marketers shall uphold and advance the integrity, honor, and dignity of the marketing profession by:
1. Being honest in serving consumers, clients, employees, suppliers, distributors, and the public.
2. Not knowingly participating in conflict of interest without prior notice to all parties involved.
3. Establishing equitable fee schedules including the payment of receipt of usual, customary, and/or legal compensation for marketing exchanges.

Rights and Duties of Parties in the Marketing Exchange Process

Participant in the marketing exchange process should be able to expect that:
1. Product and services offered are safe and fit for their intended uses.
2. Communications about offered products and services are not deceptive.
3. All parties intend to discharge their obligations, financial and otherwise, in good faith.
4. Appropriate internal methods exist for equitable adjustment and/or redress of grievances concerning purchases.

It is understood that the above would include, but are not limited to, the following **responsibility of the marketer**:

- Disclosure of all substantial risks associated with product or service usage.
- Identification of any product component substitution that might materially change the product or impact on the buyer’s purchase decision.
- Identification of extra cost-added features.

In the area of promotions:

- Avoidance of false and misleading advertising.
- Rejection of high-pressure manipulations, or misleading sales tactics.
- Avoidance of sales promotions that use deception or manipulations.

In the area of distribution:

- Not manipulating the availability of a product for purpose of exploitation.
- Not using coercion in the marketing channel.
- Not exerting undue influence over the reseller’s choice to handle a product.

In the area of pricing:

- Not engaging in price fixing.
- Not practicing predatory pricing.
- Disclosing the full price associated with any purchase.

In the area of marketing research:

- Prohibition selling or fundraising under the guise of conducting research.
- Maintaining research integrity by avoiding misrepresentation and omission of pertinent research data.
- Treating outside clients and suppliers fairly.

**Organizational Relationships**

Marketers should be aware of how their behavior may influence or impact on the behavior of others in the organizational relationships. They should not demand, encourage, or apply coercion to obtain unethical behavior in their relationships with others, such as employees, suppliers, or customers.
1. Apply confidentially and anonymity in professional relationships with regard to privileged information.

2. Meet their obligations and responsibilities in contracts and mutual agreements in a timely manner.

3. Avoid taking the work of others, in whole, or in part, and representing this work as their own or directly benefiting from it without compensation or consent of the originator or owner.

4. Avoid manipulations to take advantage of situations to maximize personal welfare in a way that unfairly deprives or damages the organization of others.

Any AMA member found to be in violation of any provision of this Code of Ethics may have his or her Association membership suspended or revoked.
Appendix-IV

CONSUMER PROTECTION IN INDIA

Indian legislation serves as a potent tool to improve the status of consumers. There are various laws which protect consumer against different forms of deceit, injury, and exploitation. Some laws for protection of consumers are as under:

1. The Agricultural Product (Grading and Marketing) Act, 1973, e.g. to get Agmark quality items and businessmen advised to obtain certificates for winning consumers’ goodwill.


3. The Cigarettes (Regulation, Production, Supply and Distribution) Act, 1975. It requires informing the public about health hazard. For example, “Cigarette smoking is injurious to health” is written on the packets.

4. The Drugs and Cosmetics Act, 1940, to ensure these items are of standards quality, purity and strength and packed in containers giving necessary information about contents of drugs.

5. The Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954. The act provides for controlling advertisements of drugs relating to vineral diseases, sexual stimulants, etc. and also to avoid self-medication.

6. The Essential Commodities Act, 1955. This act empowers government to regulate and control of prices, supply, transport, etc. of essential commodities, e.g. coal drugs, edible oils, petroleum products, milk.

7. The Hire Purchase Act, 1972. It provides essential requirement of hire contract which will then culminate into sale.

8. The Indian Penal Code, 1840. Certain provisions check fraudulent use of false weights or measures, adulteration of drugs, etc.


10. Prevention of Food Adulteration Act, 1954 to provide for penalties against offences affecting public health (IPC). For example, mixing milk with water, and arrangement for analysis of food articles.
   - Prohibits non-standards weights and measures;
   - Controller of weights has to exercise checks that weights conform to standards;
   - Manufacturer has to mention date of package, quantity in package, etc.

   - To provide for trade-marks – Bata, Fiat, Birla, Yamaha for generators, and Onida for TV.
   - To prevent fraudulent trade-marks of deceptively producing similar products resembling the original items.

13. The Water (Prevention and Control of Pollution) Act, 1974 to prohibit on use of stream or well for disposal of pollution and to check samples.

14. Some recent steps are:
   (i) The Consumer Protection Act, 1986. It lays a three-tier forum for redressal of grievances of consumers:
      - District forums-for loss below 1 lakh.
      - State Commission-for loss 1-10 lakhs.
      It is quasi-judicial machinery to provide speedy and simple redress to consumers. A complaint can be in letter form only is adequate, e.g. complaint of Housing Society v. MTNL. Consumer Protection Council can suggest amendments to the Act.
   (ii) Concept of Lok Adalats introduced for speedy and economic redressal of consumer grievances, e.g. MTNL, DESU, Dak and Pension Adalat, etc. They also provide free legal aid.
   (iii) Instituting a National Youth Award for Rs. 20,000 on consumer protection.
Appendix-V

Protection of Employees

Labour Laws and Legislation.

(i) The Fundamental Rights laid in the Constitution of India provides certain guarantees for labour;

(a) Equality before law or equal protection of laws.
(b) Right to form associations or unions.
(c) Freedom of speech and assembly.
(d) No discrimination on grounds of caste, sex, religion.
(e) Protection against exploitation.
(f) No child below 14 years shall be employed in factory/mine on hazardous employment. (These fundamental rights are enforceable in the court.)

(ii) Matters relating to labour are provided in the concurrent list of the Constitution of India, and both central and state governments can enact laws on labour.

(iii) In the constitution Directive principles of state policy, lays guidelines for state policies. Some provisions are:

(a) Equal pay for equal work for men and women.
(b) Children are protected against exploitation.
(c) Just and humane conditions of work and maternity relief for women employees.
(d) Aspiration for living wage.
(e) Participation of workers in the management.

Labour laws: Labour laws refer to body of enactments by the central and state legislatures to protect and promote interests of working class. These laws are to ensure good working and living conditions for workers and to maintain industrial peace and cordial relations between employers and workers. These laws ensure:

(a) Social justice;
(b) Social equality;
(c) International uniformity through International Labour Organisation (ILO); and
(d) Industrial peace for growth of national economy.

A few labour laws for protection of employees, women, and Children are classified below:

1. Laws on Wages/compensation
   (a) The Payment of Wages Act, 1936.
   (b) The Minimum Wages Act, 1948.
   (c) The Payment of Bonus Act, 1965.
   (d) The Equal Remuneration Act, 1976.

2. Laws on Working Conditions
   (a) The Factories Act, 1952.
   (b) The Shop and Establishment Act, 1951.
   (c) The Mines Act, 1952.
   (d) The Plantation Labour Act, 1951.

3. Laws on Industrial Relations
   (a) The Industrial Disputes Act, 1947.
   (b) The Trade Union Act, 1926.
   (c) The Industrial Employment Act, 1946.

4. Laws on Social Security
   (a) The Workmen’s Compensation Act, 1923.
   (b) The Employees’ State insurance Act, 1948
   (d) The Employee’s Provident Fund Act, 1952
Appendix-VI

Environmental protection in India

Legal: Some laws enacted for environmental protection in India, are as under:


Regulation: A separate department of Environment, created by Govt. of India in 1980. Govt. has also laid several administrative orders/policy guidelines.

Regulatory bodies and semi-judicial authorities such as:

National Afforestation and Eco-development Board,
National Wastelands Development Board.
High Court of Delhi has also ordered for removal of several manufacturing units from many cities.
Govt. has led (EAP) Environment Action Plan.
Govt. has also started various pollution control projects, e.g. Clean Ganga Action Plan, Pushkar Lake Valley, Auroville (T.N.), Tumkar (Karnataka), Gopeshwar in U.P., Shivalik Foothills (Punjab)
Appendix-VII
Cadbury Committee Report (U.K.) & Codes

The Cadbury Committee said “The primary level is company’s responsibility to meet its material obligations to shareholders, employees, customers, suppliers, creditors, to pay its taxes and to meet its statutory duties. The meet level of responsibility is the direct result of actions of companies in carrying out their primary task includes, making the most of the community’s human resources and avoiding damage to the environment. Beyond these two levels, there is a much less well-defined area of responsibility, which takes in the interaction between business and society in a wider sense.”

The Cadbury Committee developed a list of ‘best practice’ standards to which companies should aspire. This report on corporate governance defines the role of independent directors on the board of a company. Following are the some major recommendations of this committee:

It is board’s duty to present a balanced and understandable assessment of a company’s position,

An objective and professional relationship with auditors must be ensured,
An audit committee of at least three non-executive directors with written terms of reference should be established,

It must be reported that a business is going concern.
Appendix-VIII

The Securities and Exchange Board of India (SEBI)

SEBI defined the first formal regulatory framework for listed companies in India. And listed companies in India are required to follow stringent guidelines prescribed by it. Following are the recommendations of The Kumar Mangalam Birla Committee set up by SEBI on 7th May 1999. It was a 19 member committee, submitted an interim and a final report in February 2000. On the basis of this report, clause 49(old) of the Listing Agreement was issued by the SEBI.

- Management should assist the board in its decision making process in respect of Company’s strategy, policies, code of conduct and performance targets.
- Implement the policies and the code of conduct of the board.
- Providing timely, accurate, substantive and material information, including financial matters and exceptions to the board, board committees and the shareholder.
- Ensuring compliance of all regulations and laws.
- Setting up and implementing an effective internal control system commensurate with business requirements.
- Cooperating and facilitating efficient working of board committees.
- The board must be apprised of all material, financial, and commercial transactions, where they have personal interest that may have a conflict with the interest of the company at large (e.g. dealing in shares, commercial deals with bodies having interests of management and their relatives etc.)

The committee also took note of various steps taken by SEBI for strengthening corporate governance, some of which are:

- Stringent disclosure norms for Initial Public Offers,
- Providing information in directors’ reports for utilization of funds and variation between projected and actual use of funds as per the requirements of the Companies Act,
- Declaration of quarterly results,
- Mandatory appointment of compliance officer for monitoring share transfer process,
- Timely disclosure of material and price sensitive information having a bearing on the performance of a company,
- Dispatching one copy of complete balance sheet to every household and abridged balance sheet to all shareholders,
- Issue of guidelines for preferential allotment at market related process, and
- Issue of regulations providing for affair and transparent framework for takeovers and substantial acquisitions.
Appendix-IX

**Department of Company Affairs (DoC)**

DoC is also a regulatory body of government to bring improvements in the corporations’ functioning by accelerating corporate governance through extensive regulatory process. The DoC has amended Companies Act at short intervals for this purpose. Number of provisions in the Companies Act 1958 concerning corporate governance have been inserted in the Act through Companies (Amendment) Act 2000. The amending Act has increased manifold the duties and responsibilities of the Directors in the companies as a step to improve the corporate governance. Important changes to improve corporate governance in this Act are:

- Providing for Director’s Responsibility Statement (section 217(2AA))
- Board to report in the cases where buyback was not completed within the time specified in sub-section (4) of section 77.
- Small shareholders to get representation through a Director (section 252)
- Limitations in Directorships in companies (section 274& 275)
- Constitution of Audit Committees (section 292 A)
- Providing for higher penalties (tenfold increase) for offences provided in various sections of the Companies Act etc.

Subsequently, SEBI in its meeting held on 25\(^{th}\) January 2000 decided to make amendments to the Listing Agreement by inserting a new clause 49. This clause 49 dealt with corporate governance covering the following aspects:

- Boards of Directors providing for appointment of \(\text{\textbackslash optimum number of}\) executive, non-executive/independent directors.
- Appointing Audit Committees.
- Remuneration of Directors and its disclosure.
- Boards procedure and meetings.
- Management report.
- Report on Corporate Governance etc.

In brief many of the matters covered by clause 49 were repetition of what was provided by the Amending Act 2000.
Appendix-X

Naresh Chandra Committee

Naresh Chandra Committee was appointed on 21st August, 2000 by the Department of Company Affairs (DoC). It too has two reports on almost the same grounds as Kumar Mangalam Birla Committee gave. This committee was appointed under the Ministry of Finance & Company Affairs to examine issues pertinent to governance. Two aspects are touched I) financial and non-financial disclosure, and II) independent auditing and board oversight of management. It also looks into measures so that management and auditors present ‘true and fair’ statement of financial affairs of a company, in light of section 302 of the Sarbanes-Oxley Act, whether it is necessary to introduce measures such as CEO & CFO certification. The committee wanted to improve regulatory oversight without diminishing managerial initiative and risk-taking.
Appendix-XI

Narayana Murthy Committee

SEBI constituted a committee on corporate governance under the chairmanship of Sri N.R. Narayana Murthy. It submitted its final report on 8th February 2003. This committee comprising of 23 persons included representative from the stock exchange, chamber of commerce and industry, investor associations and professional bodies; debated on key issues and made recommendations as under:

All audit committee members should be ‘financially literate’ and at least one member should have accounting or related financial management expertise,
Mere explanation as to why a company has followed a different accounting standard from the prescribed standards will not be sufficient,
Board members should be informed about risk assessment and minimization procedures.
Board members should be trained in the business model of the company as well as the risk profile of the business parameters, their responsibilities as directors and the best ways to discharge them,
Use of proceeds of IPO should be disclosed to the audit committee,
There shall be no nominee directors when a directors is to be appointed on the board and such appointments shall be made by shareholders,
Compensation paid to non-executive directors may be fixed by Board of Directors, limiting the maximum number of stock options that can be granted to on-executive directors in any financial year,
Whistle Blowers should not be subject to unfair or prejudicial employment practices,
The performance evaluation of non-executive board members should be made by a peer group comprising the entire board of directors, excluding the directors being evaluated. The Narayan Murthy Committee has mentioned about correct approach for successful Corporate Governance. It has said:
The Narayan Murthy Committee has mentioned about correct approach for successful Corporate Governance. It has said:
“Corporate Governance is beyond the realm of law. It stems from the culture and mindset of management, and cannot be regulated by legislation alone. Corporate governance deals with conducting the affairs of a company such that there is fairness to all stakeholders and that its actions benefit the greatest number of accountability. It is about openness, integrity and accountability. What legislation can and should do, is to lay down a common framework – the ‘form’ to ensure standards. The ‘substance’ will ultimately determine the credibility and integrity of the process. Substance is inexorably linked to the mindset and ethical standards of management.”
Appendix-XII

Questionnaire/ Schedule No

Dear respondent,

The enclosed 26 questions schedule is being sent to you to get the required information for my post-doctoral research work. I seek your active cooperation in completing my thesis. I promise not to divulge any information without prior permission; your views will be restricted exclusively for academic purpose.

Thanking you.

Research Scholar:

Ms. Chandra Lata Singh
Lecturer, Dept of Business Management,
Faculty of Management Studies,
Dr. Sir Hari Singh Gour University
Sagar M.P. 470002

Details of Informants
Name:___________________________Age in years:_______Sex:M/F
Address:__________________________________________________________________________
___________________________________________________________________________________Ph. No___________

Educational Background:
(A)Metric (B) Graduate
(C) Post Graduate (D) Professor/ Technical (UG/PG)
Professional/ Vocational Background
(A) Blue Collar Work
(B) White Collar Work(Non-executive)
(C) Executive (Business & Govt.)
(D) Own Business (Non - industry/Small Industry/ Medium Industry/ Large Industry)

Your household’s monthly income:
(A) Below Rs. 3000 (B) Rs.3000-5000 (C) Rs.5000-8000
(D) Rs.8000-12000 (E) Rs.12000-16000 (F) Rs.16000 to above

Instructions to the Informants:
Please answer the relevant questions only (As applicable)
In case of some questions where the space is not sufficient to explain the answer in detail, you can write your answer on the separate sheet attached with the schedule.
You are requested to write the questions no. or nos. (as applicable) in cases where the answer of one or more questions are same or can be described by a single situation.
You are also requested to send the required list and printed matter related with ethical issues along with this schedule.

1. What do you mean by Business Ethics? Do you apply Business Ethics in your work area?
   ________________________________________________________________
   ________________________________________________________________

2. Give details about the major areas of the company management where moral issues arise.
   (A) Selection and recruitment procedure
   (B) Salary and administration
   (C) Working conditions
   (D) Personnel promotional policies
   (E) Product promotion policies and strategies.
   (Also mention the cause and sources of these issues and the circumstances in which they arise.)
   ________________________________________________________________
   ________________________________________________________________

3. Have you solved Business problems by applying ethical solutions?
   ________________________________________________________________
   ________________________________________________________________

4. Tell something about the grievance handling procedure of your organization and the system to enhance employee moral. Describe in detail the award/reward and punishment system of your organization.
   ________________________________________________________________
   ________________________________________________________________
   ________________________________________________________________

5. Did your sale go up by applying business ethics?
   ________________________________________________________________

6. What is the level of customer satisfaction after applying business ethics?
   (A) Very Good
   (B) Average
   (C) Poor

7. Do you remember any situation when you had to take decisions against your heart/your personal values (when you have to quash your ethical sentiments) in order to keep your organization running? In such circumstances how did you consol yourself? (What are the various spheres of influences including government and political which makes the business unethical? Has any external and internal factor influenced your ethical decision making?)
   ________________________________________________________________
   (Space given on the back)

8. How the policies of organization affect the morality of individuals? (How individual ethics are related with corporate ethics vice versa?)
   ________________________________________________________________
9. Do you apply Indian ethos/principles in the management of self and your organization?
__________________________________________________________
__________________________________________________________
__________________________________________________________

10. Have you ever read any religious book? If yes, then which religious book (any book on ethics) gives you the guideline for applying ethics?
__________________________________________________________

11. Who do you consider your role model/ideal and feel inspired while taking decisions of personal and business matters.
__________________________________________________________

12. Do you think that medium and large Indian companies are applying ethical concepts in their management policies? Please comment.
__________________________________________________________

13. Do you think that large Multinational Corporation or foreign companies are applying business ethics in their policies and strategies?
__________________________________________________________

14. How really companies have actually tried to incorporate ethics into business by practicing social marketing concept?
__________________________________________________________
__________________________________________________________

15. Have you heard of green marketing? If yes then, do you assure that products of your organization are not disturbing the ecological balance?
__________________________________________________________
__________________________________________________________

16. Define the areas where your company/organization is strongly adhering to ethics.
__________________________________________________________
__________________________________________________________

17. Is there any formal list of moral duties and formal rules of organization which people have to conform to? (Please supply the list)
YES or NO

18. Can you name some good ethical companies of India?
19. Can you name some unethical companies of India?
__________________________________________________________  

20. Can you name some multinational companies which are ethical?
__________________________________________________________  

21. Can you name some multinational companies which are unethical?
__________________________________________________________  

22. Give details about the social welfare schemes by the company. Is it positively contributing towards profit maximization?
__________________________________________________________  

23. Do you think that self management plays an important role in the management of system?
__________________________________________________________  

24. Do your think that managerial effectiveness (performance) is based on ethical values? (What role morals play in achieving emotional intelligence and improving managerial performance?)
__________________________________________________________  

25. Give your suggestions regarding the practical methods to inculcate values and ethical theories in the behaviors of business practitioners.
__________________________________________________________  

26. Does your company arrange and in-house training program on values?
__________________________________________________________  

signature