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**MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE**  
(UGC-AUTONOMOUS)

**MBA I Year I Semester (R22) Regular End Semester Examinations, March - 2023**

**MANAGEMENT PERSPECTIVES AND ORGANIZATIONAL BEHAVIOUR**

Time: 3Hrs

Max Marks: 60

Attempt all the questions. All parts of the question must be answered in one place only.

**In Q.no 1 to 5 answer either A or B only**

Q. No	Question	Marks	CO	BL
Q.1(A)	Discuss in detail the general principles of management as laid down by Henry Fayol. Is his list of principles exhaustive?	10M	1	2
	<b>OR</b>			
Q.1(B)	Analyze how a Corporate Social Responsibility became a way of life to the organization for its sustenance?	10M	1	4
Q.2(A)	outline the steps in Planning process and how does it assist the managers to overcome the problems?	10M	2	2
	<b>OR</b>			
Q.2(B)	Distinguish between centralization and decentralization along with its merits & demerits.	10M	2	4
Q.3(A)	Summarize the factors influencing perception.	10M	3	2
	<b>OR</b>			
Q.3(B)	Describe self-actualization, and how Maslow relates it to personality. What are some characteristics of self-actualized individuals?	10M	3	2
Q.4(A)	Explain the stages of Group formation and discuss the issues in group cohesiveness.	10M	4	2
	<b>OR</b>			
Q.4(B)	Analyze the challenges for a woman to aspire or occupy the leadership position in Indian business?	10M	4	4
Q.5(A)	Elaborate the potential sources of stress in modern scenario	10M	5	3
	<b>OR</b>			
Q.5(B)	Distinguish between organizational culture and climate?	10M	5	4
Q.6	<b><u>CASE STUDY</u></b>	10M	5	6

At Amazon money plays a very important part in motivation of their employees. Amazon understood that money itself is not a huge motivator especially once you have already earned it. However, the 'hope for money' is a huge motivator' of employees and it keeps people going. Motivation is like a huge carrot in front of every employee that keeps getting bigger as you walk towards it. Once an employee understands the visibility of their future pay today, that becomes a motivating factor. Employees feel motivated to run towards that future

and work hard for it. Amazon employs other methods of motivating their employees such as learning, growth opportunities, and work environment.

**Questions:**

1. What, according to you, were the reasons for Amazon purpose of motivation? Answer the question using Maslow's Hierarchy of Needs.
2. Explain the role of motivation in organization like amazon in brief.

**\*\*\*END\*\*\***

Hall Ticket No:

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Question Paper Code: 22MBAP102

# MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA I Year I Semester (R22) Regular End Semester Examinations, March - 2023

## MANAGERIAL ECONOMICS

Time: 3Hrs

Max Marks: 60

Attempt all the questions. All parts of the question must be answered in one place only.  
In Q.no 1 to 5 answer either A or B only

Q. No	Question	Marks	CO	BL
Q.1(A)	How the economics is interrelated with production, Marketing, finance, Human resource.	10M	1	4
<b>OR</b>				
Q.1(B)	Elaborate the scope of Managerial Economics in modern business world.	10M	1	4
Q.2(A)	Define price elasticity of demand. Discuss the types of price elasticity of demand in managerial decisions.	10M	2	2
<b>OR</b>				
Q.2(B)	Define Demand and explain the exceptions of demand in detail.	10M	2	2
Q.3(A)	Explain the Production function with one variable input in detail.	10M	3	2
<b>OR</b>				
Q.3(B)	Identify the various types of costs with suitable examples.	10M	3	3
Q.4(A)	Discuss the meaning and features of monopoly.	10M	4	2
<b>OR</b>				
Q.4(B)	Classify the various pricing methods.	10M	4	4
Q.5(A)	What is the concept of national income and how it is measured.	10M	5	3
<b>OR</b>				
Q.5(B)	Explain the types of inflation.	10M	5	2
Q.6	<b>CASE STUDY</b>	10M	2	5
	Demand elasticity of raw sugar the price of raw sugar reached its highest level since 1981 due to problems with supply. Historically, raw sugar has traded at between 10 and 12 US cents per pound at the New York Board of Trade. But the price increased to over 18 cents last month. Growing demand in Brazil for sugar to be turned into ethanol for fuel, coupled with a sharp fall in Indian production have both been factors in the price increase. Sugar production in India for 2008-09 fell 45% year-on-year due to less rain in the monsoon season damaging several agricultural crops. The London-based International Sugar Organization predicts that global consumption of sugar is likely to outstrip production by 9m tonnes next year, forcing food companies and governments to dig into stockpiles.			

In the US, snack producers including Mars, Nestlé and Krispy Kreme Doughnuts put pressure on the US government to relax import controls, warning that otherwise, they might run out of sugar. Commentators predict that most shoppers will be unaffected because sugar is such a small part of a consumer's typical spending in a week that no one will notice an increase in price.

Questions:

1. Explain the elasticity of demand concept it effects the case.
2. Explain, demand analysis, why the price of sugar has been increasing. recently.
3. Show SWOT Analysis of the case.

**\*\*\*END\*\*\***

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**MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE**  
(UGC-AUTONOMOUS)

**MBAI Year I Semester (R22) Regular End Semester Examinations –MARCH 2023**  
**BUSINESS ENVIRONMENT**

Time: 3Hrs

Max Marks: 60

Attempt all the questions. All parts of the question must be answered in one place only.  
In Q.no 1 to 5 answer either Part A or Part B only. Q.no 6 which is a case study is compulsory.

Q.No	Question	Marks	CO	BL
Q.1(A)	What are various types of business environment? Explain How they are affecting the business of today.	10M	1	5
OR				
Q.1(B)	"LPG has proved to be a boon for the Indian Economy." Comment on the statement.	10M	1	2
Q.2(A)	Define an Economic system? Explain the various kinds of economic systems in detail.	10M	2	2
OR				
Q.2(B)	Discuss about the benefits and Criticism of privatization.	10M	2	3
Q.3(A)	Discuss the importance and features of the fiscal policy in detail.	10M	3	2
OR				
Q.3(B)	Elaborate the objectives of the monetary and credit policy.	10M	3	2
Q.4(A)	Illustrate the women participation in workforce.	10M	4	2
OR				
Q.4(B)	"Business Ethics are key for the success of any business firm". Justify the statement.	10M	4	5
Q.5(A)	Discuss the Exploitation of Consumer.	10M	5	2
OR				
Q.5(B)	Explain the rights and responsibilities of Consumers under the Consumer Protection Act, 2019.	10M	5	2
Q.6	<u>Case Study</u> <b>The Globalization of Starbucks</b>	10M	2	5

Thirty years ago, Starbucks was a single store in Seattle's Pike Place Market selling premium-roasted coffee. Today it is a global roaster and retailer of coffee with some 16,700 stores, 40 percent of which are in 50 countries outside of the United States. Starbucks set out on its current course in the 1980s when the company's director of marketing, Howard Schultz, came back from a trip to Italy enchanted with the Italian coffeehouse experience. Schultz, who later became CEO, persuaded the company's owners to experiment with the coffeehouse format-and the Starbucks experience was born. The strategy was to sell the company's own premium roasted coffee and freshly brewed espresso-style coffee beverages, along with a variety of pastries, coffee accessories, teas, and other products, in a tastefully designed coffeehouse setting. The company focused on selling "a third place experience," rather than just the coffee. The formula led to spectacular success in the United States, where Starbucks went

from obscurity to one of the best-known brands in the country in a decade. Thanks to Starbucks, coffee stores became places for relaxation, chatting with friends, reading the newspaper, holding business meetings, or (more recently) browsing the web. In 1995, with 700 stores across the United States, Starbucks began exploring foreign opportunities. The first target market was Japan. The company established a joint venture with a local retailer, Sazaby Inc. Each company held a 50 percent stake in the venture, Starbucks Coffee of Japan. Starbucks initially invested \$10 million in this venture, its first foreign direct investment. The Starbucks format was then licensed to the venture, which was charged with taking over responsibility for growing Starbucks' presence in Japan. To make sure the Japanese operations replicated the "Starbucks experience" in North America, Starbucks transferred some employees to the Japanese operation. The licensing agreement required all Japanese store managers and employees to attend training classes similar to those given to U.S. employees. The agreement also required that stores adhere to the design parameters established in the United States. In 2001, the company introduced a stock option plan for all Japanese employees, making it the first company in Japan to do so. Skeptics doubted that Starbucks would be able to replicate its North American success overseas, but by the end of 2009 Starbucks had some 850 stores and a profitable business in Japan. After Japan, the company embarked on an aggressive foreign investment program. In 1998, it purchased Seattle Coffee, a British coffee chain with 60 retail stores, for \$84 million. An American couple, originally from Seattle, had started Seattle Coffee with the intention of establishing a Starbucks-like chain in Britain. In the late 1990s, Starbucks opened stores in Taiwan, China, Singapore, Thailand, New Zealand, South Korea, and Malaysia. In Asia, Starbucks' most common strategy was to license its format to a local operator in return for initial licensing fees and royalties on store revenues. As in Japan, Starbucks insisted on an intensive employee training program and strict specifications regarding the format and layout of the store. By 2002, Starbucks was pursuing an aggressive expansion in mainland Europe. As its first entry point, Starbucks chose Switzerland. Drawing on its experience in Asia, the company entered into a joint venture with a Swiss company, Bon Appetit Group, Switzerland's largest food service company. Bon Appetit was to hold a majority stake in the venture, and Starbucks would license its format to the Swiss company using a similar agreement to those it had used successfully in Asia. This was followed by a joint venture in other countries. As it has grown its global footprint, Starbucks has also embraced ethical sourcing policies and environmental responsibility. Now one of the world's largest buyers of coffee, in 2000 Starbucks started to purchase Fair Trade Certified coffee. The goal was to empower smallscale farmers organized in cooperatives to invest in their farms and communities, to protect the environment, and to develop the business skills necessary to compete in the global marketplace. In short, Starbucks was trying to use its influence to not only change the way people consumed coffee around the world, but also to change the way coffee was produced in a manner that benefited the farmers and the environment. By 2010, some 75 percent of the coffee Starbucks purchased was Fair Trade Certified, and the company has a goal of increasing that to 100 percent in future.

Questions:

1. What drove Starbucks to start expanding internationally?
2. How is the company creating value for its shareholders by pursuing an international expansion strategy?
3. Why do you think Starbucks decided to enter the Japanese market via a joint venture with a Japanese company?

\*\*\*END\*\*\*

**MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE**  
(UGC-AUTONOMOUS)  
**MBA I Year I Semester (R22) Regular End Semester Examinations, March - 2023**  
**ACCOUNTING FOR MANAGERS**

Time: 3Hrs

Max Marks: 60

Attempt all the questions. All parts of the question must be answered in one place only.  
In Q.no 1 to 5 answer either A or B only

Q.No	Questions	Marks	CO	BL
Q.1(A)	Explain Functions and Branches of Accounting in detail	10M	1	1
<b>OR</b>				
Q.1(B)	Journalize the following transactions 1. Suresh Started Business with Rs.40,000 2. He bought goods worth Rs.2000 from Kumar 3. He bought a machine for Rs.5000 Paid By cheque 4. He paid to Lakshman a Rs.2000. 5. He sold goods for cash Rs.3000. 6. Salaries Paid Rs. 2,000.	10M	1	5
Q.2(A)	Write short note a) Trial Balance 2) Capital Expenditure	10M	2	3
<b>OR</b>				
Q.2(B)	Draw the pro-forma of Trading, Profit & Loss Account and Balance sheet.	10M	2	3
Q.3(A)	Evaluate tools and Techniques of Financial Analysis in briefly	10M	3	4
<b>OR</b>				
Q.3(B)	From the following calculate 1) Gross Profit Ratio 2) Current Ratio 3) Cash Ratio 4) quick Ratio 5) Net Profit Ratio Cash Rs. 40,000, Debtors Rs.60,000. Machinery Rs. 10,000 Cash at Bank Rs. 30,000. Inventory Rs. 50,000. Current Liabilities Rs. 1,00,000, Sales Rs 5,00,000. Cost of Goods sold Rs. 1,40,000. Gross Profit 1,50,000. Net Profit Rs.30,000.	10M	3	5
Q.4(A)	Distinguish between Absorption and Marginal cost	10M	4	3
<b>OR</b>				
Q.4(B)	Beta Manufacturers Ltd. has supplied you the following information in respect of one of its products: Total fixed costs 180,000 Total variable costs 1,50,000 Total sales 6,00,000 Units sold 20,000 Find out (a) contribution per unit, (b) break-even point, (c) margin of safety, (d) profit, and (e) volume of sales to earn a profit of Rs.5,00,000.	10M	4	5
Q.5(A)	State the features, merits and demerits of Computerized Accounting	10M	5	3
<b>OR</b>				

Q.5(B)	Difference between Manual Accounting and Computerized Accounting	10M	5	2
Q.6	<b>CASE STUDY</b>	10M	3	5

The following are the Balance Sheet of NGS Ltd., as on 31<sup>st</sup> March, 2018 and 31<sup>st</sup> March, 2019.

Liabilities	2018	2019	Assets	2018	2019
Share Capital	1,60,000	2,20,000	Building	1,40,000	2,18,000
P & L Account	2,50,000	5,00,000	(Cost)	3,00,000	3,50,000
Creditors	2,30,000	1,80,000	Stock	40,000	80,000
Outstanding Exp.	6,000	3,000	Bank	14,000	12,000
Depreciation on building	10,000	11,000	Preliminary Exp.	1,62,000	2,54,000
	<b>6,56,000</b>	<b>9,14,000</b>	Debtors	<b>6,56,000</b>	<b>9,14,000</b>

**Additional Information:**

1. During the year a building which was purchased earlier for ₹ 14,000 (depreciation written off ₹ 1,000) was sold for ₹ 1,200.
2. A dividend of ₹ 40,000 has been paid during the year.

From the above information, you are required to prepare

- (A) A statement of changes in working capital (B) Funds flow Statement.

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(UGC-AUTONOMOUS)  
**MBA I Year I Semester (R22) Regular End Semester Examinations, March - 2023**  
**BUSINESS STATISTICS FOR MANAGERS**

Time: 3Hrs

Max Marks: 60

Attempt all the questions. All parts of the question must be answered in one place only.

In Q.no 1 to 5 answer either A or B only

Q.No	Question	Marks	CO	BL																
Q.1(A)	The following data give the savings bank accounts balances of nine sample households selected in a survey. The figures are in rupees: <b>2,750, 2,000, 1,500, 68,000, 1761, 1549, 3750, 1800, 3000</b> (i) Find the mean and the median for these data. (ii) Do these data contain an outlier? If so, exclude this value and recalculate the mean and median. Which of these summary measures has a greater change when an outlier is dropped? (iii) Which of these two summary measures is more appropriate for this series?	10M	1	3																
<b>OR</b>																				
Q.1(B)	The below table represents monthly wages of the workers in a manufacturing company Find Mean , and Median wages of workers and comment on results:	10M	1	3																
	<table border="1" style="margin: auto;"><thead><tr><th>Wages (in 000'Rs)</th><th>10-20</th><th>20-30</th><th>30-40</th><th>40-50</th><th>50-60</th><th>60-70</th><th>70-80</th></tr></thead><tbody><tr><td>Number of workers</td><td style="text-align: center;">10</td><td style="text-align: center;">24</td><td style="text-align: center;">28</td><td style="text-align: center;">42</td><td style="text-align: center;">36</td><td style="text-align: center;">17</td><td style="text-align: center;">7</td></tr></tbody></table>	Wages (in 000'Rs)	10-20	20-30	30-40	40-50	50-60	60-70	70-80	Number of workers	10	24	28	42	36	17	7			
Wages (in 000'Rs)	10-20	20-30	30-40	40-50	50-60	60-70	70-80													
Number of workers	10	24	28	42	36	17	7													
Q.2(A)	Companies A, B, C produce 30%,45% and 25% of the cars respectively. It is known that 2%, 3% and 2% of the cars produced from A, B, C are defective. (a) What is the probability that a car purchased is defective? (b) If a car purchased is found to be defective what is the probability that it is produced by company A?	10M	2	3																
<b>OR</b>																				
Q.2(B)	Covi-shield vaccine was administered to workers of a company. X denotes the number of heart beats per minute per worker and the following distribution was obtained under observation on the day of vaccination.	10M	2	3																
	<table border="1" style="margin: auto;"><tbody><tr><td>X</td><td style="text-align: center;">40</td><td style="text-align: center;">60</td><td style="text-align: center;">68</td><td style="text-align: center;">70</td><td style="text-align: center;">72</td><td style="text-align: center;">80</td><td style="text-align: center;">100</td></tr><tr><td>P(X)</td><td style="text-align: center;">0.01</td><td style="text-align: center;">0.04</td><td style="text-align: center;">0.05</td><td style="text-align: center;">0.80</td><td style="text-align: center;">0.05</td><td style="text-align: center;">0.04</td><td style="text-align: center;">0.01</td></tr></tbody></table>	X	40	60	68	70	72	80	100	P(X)	0.01	0.04	0.05	0.80	0.05	0.04	0.01			
X	40	60	68	70	72	80	100													
P(X)	0.01	0.04	0.05	0.80	0.05	0.04	0.01													
	Find (i) $P(68 \leq X \leq 72)$ and $P(X \geq 80)$ (ii) the average and the variance of heart beats of vaccinated workers.																			
Q.3(A)	If 20% of items produced by a factory are defective, find the probability that out of 6 rivets chosen at random (i) none (ii) exactly 4 (iii) at most 2 (iv) at least 3 rivets will be defective.	10M	3	3																

OR

- Q.3(B) An intelligent test was administered to 1000 students. The average score of students was 42 with standard deviation of 24 .Find a
- (a) Number of students exceeding a score of 50.
  - (b) Number of students scoring between 30&50.
  - (c) Value of score exceed by top 100 students .

- Q.4(A) Samples of students were drawn from two colleges and their weights in kilograms during the lockdown period of COVID-19 are gathered and shown below:

	Mean	S.D	Sample size
College-A	55	10	400
College-B	57	15	100

Make a large sample test to test the significance of difference between the means at 5% l.o.s.

OR

- Q.4(B) A sample of 26 bulbs gives a mean life of 990 hours with a standard deviation of 20 hours. The manufacturer claims that the mean life of bulbs is 1000 hours. Is the sample not up to the standard? (value of t-statistic for 25 df at 5% l.o.s is 1.708).

- Q.5(A) Explain co-efficient of determination? Find Karl Pearson's co-efficient of correlation for the following data:

Marks in Accounts	75	77	79	81	83	85	87	89	91	93
Marks in Maths	50	55	60	65	70	75	80	85	90	95

OR

- Q.5(B) Regression equations are  $8X - 10Y + 66 = 0$ ,  $40X - 18Y = 214$  which is X on Y regression equation and if  $V(X) = 9$  find the standard deviation of Y.

- Q.6 **CASE STUDY** 10M 4 5

To know whether the type of beverage ordered with lunch at restaurant is independent of the age of the consumer, a random poll of 309 lunch customers is taken, resulting in the following contingency table of observed values. Use the appropriate test to determine whether the two variables are independent at 5% l.o.s

	Preferred Beverage			
	Coffee / Tea	Fruit Juice	Cool drinks	Total
Age				
Teen Age	26	18	95	139
Middle Age	41	40	20	101
Old Age	24	32	13	69
Total	91	90	128	309

\*\*\*END\*\*\*

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**MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE**  
(UGC-AUTONOMOUS)  
**MBA I Year I Semester (R22) Regular End Semester Examinations, March - 2023**  
**DESIGN THINKING**

Time: 3Hrs

Max Marks: 60

Attempt all the questions. All parts of the question must be answered in one place only.  
In Q.no 1 to 5 answer either A or B only

Q.No	Question	Marks	CO	BL
Q.1(A)	Explain about the five steps model of Design Thinking and its Importance.	10M	1	2
<b>OR</b>				
Q.1(B)	Discuss SWOC Analysis for Self-Awareness and its significance in Design Thinking.	10M	1	3
Q.2(A)	What is "Empathy"? Without Empathy is there no Design Thinking Process? Elaborate the types of Empathy.	10M	2	2
<b>OR</b>				
Q.2(B)	Elaborate the Definition and Components of Empathy.	10M	2	3
Q.3(A)	Explain the Brainstorming technique. How does it improve the idea creation and pooling of ideas?	10M	3	2
<b>OR</b>				
Q.3(B)	Explain the concept and methods of Evaluation of ideas.	10M	3	2
Q.4(A)	Elaborate Involving of the tester in prototype; initial insight; Market Testing.	10M	4	3
<b>OR</b>				
Q.4(B)	"Design thinking typically helps in innovation" Justify the statement with critical argument.	10M	4	4
Q.5(A)	Is Design thinking a team sport? Explain.	10M	5	2
<b>OR</b>				
Q.5(B)	How does Design Thinking help in defining original ideas?	10M	5	2
Q.6	<b>CASE STUDY</b>	10M	4	4

Take the example of a meal delivery service in Holstebro, Denmark. When a team first began looking at the problem of poor nutrition and malnourishment among the elderly in the city, many of whom received meals from the service, it thought that simply updating the menu options would be a sufficient solution. But after closer observation, the team realized the scope of the problem was much larger, and that they would need to redesign the entire experience, not only for those receiving the meals, but for those preparing the meals as well. While the company changed almost everything about itself, including rebranding

as The Good Kitchen, the most important change the company made when rethinking its business model was shifting how employees viewed themselves and their work. That, in turn, helped them create better meals (which were also drastically changed), yielding happier, better nourished customers.

Question:

- Describe the scope of the problem.
- Explain about the business model of the company.

**\*\*\*END\*\*\***

Hall Ticket No: 

Question Paper Code: 22MBAP107

**MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE**  
(UGC-AUTONOMOUS)  
**MBA I Year I Semester (R22) Regular End Semester Examinations, March - 2023**  
**INDIAN ETHOS AND BUSINESS ETHICS**

Time: 3Hrs

Max Marks: 60

Attempt all the questions. All parts of the question must be answered in one place only.  
In Q.no 1 to 5 answer either A or B only

Q.No	Question	Marks	CO	BL
Q.1(A)	Explain Indian Ethos? Explain the need and relevance of Indian ethos?	10M	1	2
	<b>OR</b>			
Q.1(B)	Differentiate between religious spirituality and secular spirituality?	10M	1	2
Q.2(A)	How the Indian ethos and values important for work culture explain it?	10M	2	4
	<b>OR</b>			
Q.2(B)	Mention the management lessons we can learn from the Mahabharata?	10M	2	2
Q.3(A)	Define Karma? How do the 12 Laws of Karma Work.	10M	3	2
	<b>OR</b>			
Q.3(B)	Discuss the advantages and disadvantages of the Gurukul system of the Vedic period?	10M	3	2
Q.4(A)	Describe briefly about ethical dilemmas and its characteristics	10M	4	3
	<b>OR</b>			
Q.4(B)	Explain the difference between Absolutism and Relativism with suitable examples.	10M	4	3
Q.5(A)	Describe the role of ethical dilemma in financial and HRM.	10M	5	3
	<b>OR</b>			
Q.5(B)	Discuss the importance of ethical behavior to the organization's culture?	10M	5	3
Q.6	<b>CASE STUDY</b>	10M	5	5

A country with a history of corruption and bribery has made great efforts via education and prosecution to conduct government business in an open and fair way. The country has made considerable progress. As part of its reform, the country overhauled its visa procedures for foreigners wanting to live in the country. In the previous corrupt environment, people with money would secretly pay off a government employee to have their visa application approved quickly, while other visa applications took much longer. Now the government has made the application procedure transparent and established a new procedure in law. The new procedure offers two visa tracks, the "Regular Track", which does not require any payment, and the "Premium Track", which requires a US

\$10,000 payment. The Regular Track takes just as long to process a visa application as an application without a bribe took before the reforms. The Premium Track moves along just as quickly as a visa application with a bribe took before the reforms. Most people wanting to immigrate to the country cannot afford the Premium Track.

**Answer the following Questions:**

- 1) What are the issues of integrity, ethics and law posed in the case study?
- 2) What options does the country have, and what should it do and why?

**\*\*\*END\*\*\***