



GENERAL STUDIES (Test-20)

निर्धारित समय: तीन घंटे
Time allowed: Three Hours

DTVF/24-(D-A)-M-GSM (M-I)-2420

अधिकतम अंक: 250
Maximum Marks: 250

Name: Aakash Chaur Mobile Number: [REDACTED]
Medium (English/Hindi): English Reg. Number: DKBQ-3423
Center & Date: Kanpur Bagh - 18/08/24 UPSC Roll No. (If allotted): 0833621

प्रश्न-पत्र के लिये विशिष्ट अनुदेश

कृपया प्रश्नों का उत्तर देने से पूर्व निम्नलिखित प्रत्येक अनुदेश को ध्यानपूर्वक पढ़ें:

इसमें बारह प्रश्न हैं तथा हिन्दी और अंग्रेजी दोनों में छपे हैं।

सभी प्रश्न अनिवार्य हैं।

प्रत्येक प्रश्न के अंक उसके सामने दिये गए हैं।

प्रश्नों के उत्तर उसी माध्यम में लिखे जाने चाहियें जिसका उल्लेख आपके प्रवेश-पत्र में किया गया है, और इस माध्यम का स्पष्ट उल्लेख प्रश्न-सह-उत्तर (क्यू.सी.ए.) पुस्तिका के मुख-पृष्ठ पर अंकित निर्दिष्ट स्थान पर किया जाना चाहिये। उल्लिखित माध्यम के अतिरिक्त अन्य किसी माध्यम में लिखे गए उत्तर पर कोई अंक नहीं मिलेंगे।

प्रश्नों में शब्द सीमा, जहाँ विनिर्दिष्ट है, का अनुसरण किया जाना चाहिये।

प्रश्न-सह-उत्तर-पुस्तिका में खाली छोड़ा हुआ पृष्ठ या उसके अंश को स्पष्ट रूप से काटा जाना चाहिये।

QUESTION PAPER SPECIFIC INSTRUCTIONS

Please read each of the following instruction carefully before attempting questions:

There are **TWELVE** questions printed both in **HINDI** and **ENGLISH**.

All the questions are compulsory.

The number of marks carried by a question is indicated against it.

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 a medium other than the authorized one.

Word limit in questions, wherever specified, should be adhered to.

Any page or portion of the page left blank in the Question-cum-Answer Booklet must be clearly struck off.

केवल मूल्यांकनकर्ता द्वारा भरा जाए (To be filled by Evaluator only)

Question Number	Marks	Question Number	Marks
1 (a)		5 (b)	
1 (b)		6 (a)	
2 (a)		6 (b)	
2 (b)		7.	
3 (a)		8.	
3 (b)		9.	
3 (c)		10.	
4 (a)		11.	
4 (b)		12.	
5 (a)			
Grand Total (सकल योग)			

मूल्यांकनकर्ता (हस्ताक्षर)
Evaluator (Signature)

पुनरीक्षणकर्ता (हस्ताक्षर)
Reviewer (Signature)



Feedback

- | | |
|---|--|
| 1. Context Proficiency (संदर्भ दक्षता) | 2. Introduction Proficiency (परिचय दक्षता) |
| 3. Content Proficiency (विषय-वस्तु दक्षता) | 4. Language/Flow (भाषा/प्रवाह) |
| 5. Conclusion Proficiency (निष्कर्ष दक्षता) | 6. Presentation Proficiency (प्रस्तुति दक्षता) |
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खंड - क/ SECTION - A

उम्मीदवार को इस
हाशिये में नहीं लिखना
चाहिये।

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write on this margin)

1. (a) वैज्ञानिक एवं प्रौद्योगिकीय अनुसंधान में नीतिशास्त्र के संदर्भ क्या हैं? अपने उत्तर को उदाहरणों के साथ संपुष्ट कीजिये। (150 शब्द) 10
- What are ethics in scientific and technological research? Provide examples to support your answer. (150 Words) 10

Today, scientific and technological research has become the means for the economic development of a country. The blind race for gaining the upper hand has led to ethical consideration.

Ethics in research:

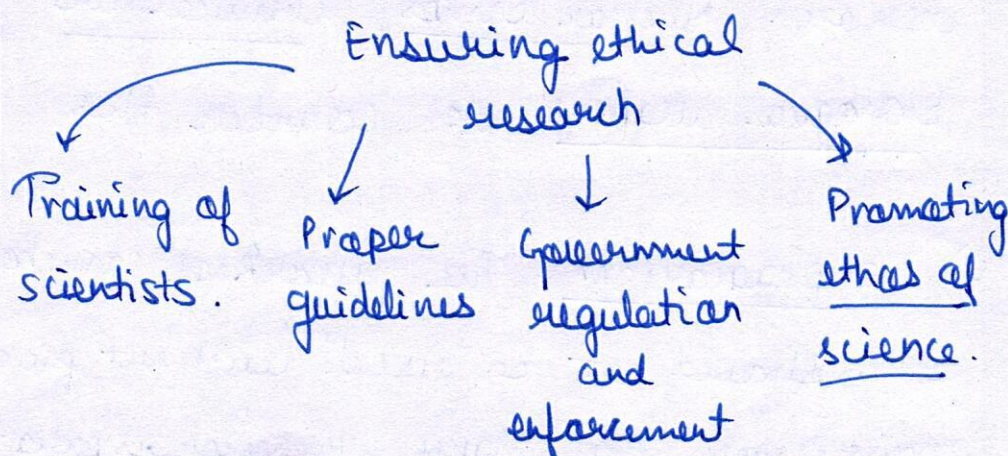
1) 'Do no harm': The basis of scientific research should be to promote human welfare. Nuclear bombs, chemical and biological weapons etc. counter this.

2) 'No plagiarism': The work of somebody else should not be used without prior permission. e.g. Many researchers para-ph

case or simply copy other person's research. One of the cause is rising emphasis on paper published etc.

3) 'Environmental Protection': There should not be adverse impact on environment.
e.g. Use of certain chemicals in the fields has led to loss of biodiversity.

4) 'Informed Consent': For any research involving medicine, health procedures etc, the participant should be made aware.
e.g. Trials of COVID-19 vaccine.



- (b) क्या आपको लगता है कि महात्मा बुद्ध के लगभग सभी उपदेशों में संदर्भित अष्टांगिक मार्ग का सिद्धांत आज भी उनके अनुयायियों के लिये उतना ही स्पष्ट और व्यावहारिक है, जितना तब था जब उन्होंने इसे प्रथमतः प्रतिपादित किया था? (150 शब्द) 10

Do you think Buddha's eightfold path which he taught in virtually all his discourses, is as clear and practical to his followers today as it was when he first gave it?

(150 Words) 10

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Buddha gave 4 noble truths - there is suffering, cause of suffering, the suffering can be eliminated and the eightfold path.

Eight fold path includes

- right faith
- right concentration
- ↓
- right action
- ↓
- right speech
- ↓
- right mindfulness

The changing explanation of 8 fold path:

- 1) His explanation mainly focused on living a moral life. However, today in this materialistic world, many of his ideas become difficult to follow.
- 2) Action is dependent on many factors like

social context, the actor, consequences etc. Even with the right intentions, an action can lead to negative consequences.

3) Today, many activities like smuggling, money laundering, corruption has become so organised making it difficult to separate them from legitimate activities.

Relevance of 8 fold path:

- 1) Instills self confidence that actions performed are right.
- 2) Helps in maintaining integrity and also respect from others.
- 3) In public administration, it provides a way to empathize with problems of weaker sections.

The relevancy of eightfold path need to be seen in present context to reap the true benefits.

2. (a)

जनसंपर्क (PR) में सोशल मीडिया के उपयोग ने सूचना के प्रसार और उपभोग के तरीके को रूपांतरित किया है। सोशल मीडिया के माध्यम से चलाए जा रहे जनसंपर्क अभियानों से जुड़ी नैतिक चुनौतियों का विश्लेषण कीजिये। सोशल मीडिया प्लेटफॉर्मों के माध्यम से आमजन से संवाद के दौरान जनसंपर्क पेशेवर नैतिक आचरण कैसे सुनिश्चित कर सकते हैं? (150 शब्द) 10

The use of social media in public relations (PR) has transformed the way information is disseminated and consumed. Analyze the ethical challenges associated with social media PR campaigns. How can PR professionals ensure ethical conduct while engaging with audiences on social media platforms? (150 Words) 10

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In India, about 55% people today have access to internet and India is ^{having} 2nd largest telecommunication subscribers.

With penetration of social media and internet, the number of social media users has exploded.

Ethical Challenges with social media campaigns:

1) False Claims: Many companies advertise something else than what they expect to deliver. e.g: Volkswagen's pollution information manipulation.

2) Age Sensitivity: Some PR campaigns target children who are more susceptible in believing these advertisements. e.g: Cosmetic brands.

3) 'Targeting others for publicity' : e.g. A coaching institute in Kota targeted students of another institute in their campaign.

4) Data privacy : Data processing and use of big data leads to targeted advertising.

5) Creation of echo chambers : It reinforces a particular bias making people less susceptible to new ideas.

Ensuring ethical conduct:

- 1) Disclosing any paid advertisement.
- 2) No false claims and true depiction of facts.
- 3) No targeted advertising especially children.
- 4) No body shaming or defaming others.

As the use of social media will increase, it is necessary that people follow the rules and regulations like IT Rules, 2021

- (b) डेटा गोपनीयता एवं इसकी सुरक्षा के संबंध में शासन, व्यक्तियों की सुरक्षा के लिये समाज का एक महत्वपूर्ण हिस्सा है। इस कथन के आलोक में, गोपनीयता एवं राष्ट्रीय सुरक्षा के मध्य संतुलन बनाने में आने वाली नैतिक चुनौतियों पर चर्चा कीजिये। (150 शब्द) 10
- Governance around data privacy and security is an important part of society to protect individuals. In the light of this statement, discuss the ethical challenges faced in balancing privacy and national security. (150 Words) 10

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The government recently passed the Digital Personal Data Protection Act (2023) emphasising^{si} on data privacy and security.

Ethical Challenges in balancing privacy and security:

- 1) Protecting data processing of personal data or use the same to track suspicious activities like terrorism.
- 2) Facial recognition technology helps in identifying criminals but infringes on privacy.
- 3) The government has to ensure better security of data and has to ensure that it's not used unethically.
- 4) Excessive regulation goes against Right to

Privacy under Article 21 of Constitution

5) The data stored is not deleted after the purpose is achieved. Acts like Criminal Data Protection Act allows to store the information even of persons not accused of crime.

6) Under DPDP Act (2023), government can exempt any agency from seeking consent for data processing.

Way Forward

- 1) Laying down proper guidelines for use of personal data.
- 2) Providing intimation before data collection
- 3) Deleting data after achieving intended purpose.

With plethora of internal and external security challenges, the high handedness can be necessary in certain events when national interests are supreme

3. नीचे महान विचारकों के तीन उद्धरण दिये गए हैं। इनमें से प्रत्येक उद्धरण वर्तमान संदर्भ में आपको क्या संदेश देता है?

Given below are three quotations of great thinkers. What do each of these quotations convey to you in the present context?

- (a) देशभक्ति हमारा अंतिम आध्यात्मिक आश्रय नहीं हो सकती; मेरा आश्रय मानवता है। - रवींद्रनाथ टैगोर (150 शब्द) 10

Patriotism cannot be our final spiritual shelter; my refuge is humanity. -Rabindranath Tagore. (150 Words) 10

Rabindranath Tagore in his writings and teachings emphasised on the ultimate goal of belief in society and humanity.

While his writings like Gitanjali and other publications like Anand Math Banga provoked patriotism among masses, he put ultimately faith in universal brotherhood.

Significance Today:

1) With rise of far right governments in many countries, there has been rising instances of crimes against minorities.

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2) In Europe, Xenophobia is an rise against people migrating to these countries.

3) There has been deglobalisation worldwide

4) In India, many people are judged on basis of acts of Shallow patriotism while there is a need to focus on true patriotism of brotherhood and unity.

Promoting Humanity

1) As Emmanuel Kant said, no one should be treated as an object and dignity of everyone has to be maintained.

2) No person can be separated from human rights and protection of same is necessary.

Swami Vivekananda emphasised on 'Daivdra Nayan' where service of humanity is service to god.

(b) थोड़ा-सा अभ्यास टन भर उपदेश से अधिक मूल्यवान है। - महात्मा गांधी (150 शब्द) 10

An ounce of practice is worth more than tons of preaching. - Mahatma Gandhi.

(150 Words) 10

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Mahatma Gandhi was one of the most followed leaders across barriers of caste, religion, region etc. One of the reason is that he practiced what he preached.

How practice triumphs preach:

- 1) An individual is invariably impacted by behaviour of others. Our conduct is concrete which is visible in society while preaching is only abstract.
- 2) Simple act of kindness has more impact.
e.g: A child may be taught of kindness in school but seeing a person feeding a poor man will invariably have greater impact.

3) Many self styled godmen in past preached values like altruism and spiritualism but their practices reflected their true nature putting them behind bars.

4) In creation of attitude, it is believed a person learns more by observation.

Gandhi was a living saint. He believed in practice so much that once in order to tell someone to stop eating too much sugar, he himself gave up having the same.

Many training programmes and seminars called upon ensuring integrity and honesty but it was TN Seshan who showed how the same can be achieved further reinforcing the thought.

- (c) जब भी आप कोई काम करें, तो ऐसे व्यवहार करें जैसे पूरी दुनिया आपको देख रही हो। - थॉमस जेफरसन (150 शब्द) 10

Whenever you do a thing, act as if all the world were watching. - Thomas Jefferson (150 Words) 10

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The quote is the foundation of integrity in a person. Adhering to highest moral standards in face of problems is what ensures integrity in a person.

It is said that one must remember, when no-one is watching, he is being watched by himself.

Relevance of quote in public administration:

1) It ensures accountability. e.g.: A civil servant may use his discretion in granting personal favour but he should not abuse his authority.

2) It helps in tackling corruption which is one of the diseases in Indian public administration.

3) By ensuring transparency, it improves trust of person.

Many initiatives like Lokpal, RTI Act, Citizen Charter etc. has tried to create an external monitoring mechanism but true honesty has to come from inside.

One of the way of ensuring integrity is by developing an enlightened conscience. This will prevent any wrongful activity by acting as moral force from inside the individual.

Gandhi's Talisman also emphasises on the need to ensure that we evaluate our every action about it's potential impact on all especially those who are vulnerable.

4. (a)

भावनात्मक बुद्धिमत्ता (EI) को परिभाषित कीजिये। इसके प्रमुख घटकों पर चर्चा कीजिये। स्पष्ट कीजिये कि प्रत्येक घटक लोक प्रशासन में प्रभावी नेतृत्व में किस प्रकार योगदान देता है। (150 शब्द) 10

Define Emotional Intelligence (EI). Discuss its major components. Explain how each component contributes to effective leadership in public administration. (150 Words) 10

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Emotional Intelligence is the ability to control and understand emotions of oneself and that of others.

Components and their contribution in administration

1) Self Awareness: Awareness of one's own emotions, strengths, weaknesses etc.

→ handle stressful situations

Contribution → seek help in certain situations

→ prevent unnecessary conflict.

2) Self Motivation: The ability to continue putting in efforts in face of difficulties.

→ motivate others by actions

Contribution → helps plan long term goals.

↓
motivate juniors. → team members are influenced by leaders for same.

3) Self Control : Controlling emotions and display of same.

Contribution → better dispute resolution
→ no biasness
→ good rapport with juniors and colleagues.

4) Empathy : Putting oneself in other person's shoes and understanding their problems.

Role in Leadership → find solutions to problems
→ enhance productivity by understanding issues of others.
→ good communication.

5) Social skills : Interactions and team building. Helps in generating trust and dispute resolution.

IAS Officer Am Prakash Singh reflected Emotional Intelligence in his conduct when he worked for ensuring education for children in LWE affected areas.

- (b) नागरिक अधिकार पत्र तथा सहभागी शासन की अवधारणा के बीच संबंधों का परीक्षण कीजिये।

(150 शब्द) 10

Examine the relationship between Citizen Charters and the concept of participatory governance.

(150 Words) 10

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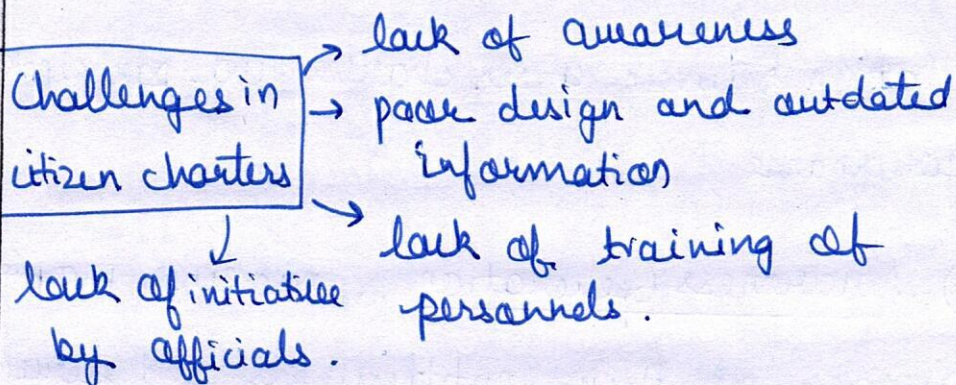
Citizen charter allows citizens to know about information like services provided, grievance redressal etc. while outlining duties of citizens when availing of any public service.

Relation between citizen charter and participatory governance :

- 1) 'Awareness Generation' : Making people aware of their entitlements and services ensures better participation and improves accountability and transparency.
- 2) Grievance Redressal Mechanisms : Helps in finding solutions building trust with state and its functionaries.

3) Designing of Citizen Charter: Involving Stakeholders like NGOs, local citizens and experts in making citizen charter.

4) Quality of Service Delivery is enhanced and the citizens can provide suggestions for improving it further. Timely service established good rapport.



Given the transformative impact of citizen charters on governance, the recommendations of IIARC must be followed to ensure good governance.

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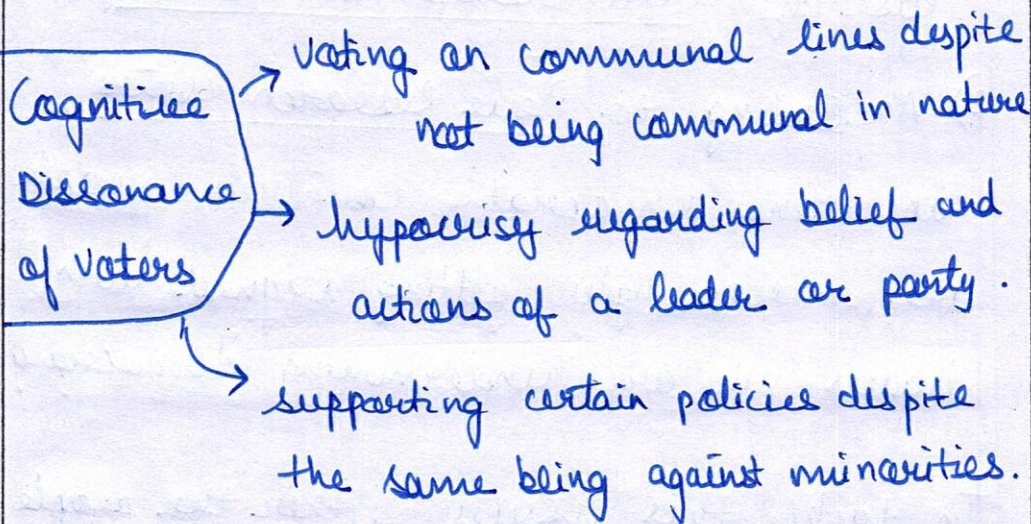
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5. (a) समकालीन भारतीय राजनीति के संदर्भ में, मतदाता व्यवहार पर संज्ञानात्मक असंवादिता के संभावित निहितार्थों और लोकतांत्रिक प्रक्रिया पर इसके प्रभाव का विश्लेषण कीजिये। (150 शब्द) 10
- In the context of contemporary Indian politics, analyze the potential implications of cognitive dissonance on voter behavior and its impact on the democratic process. (150 Words) 10

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Cognitive dissonance is a situation when a person is aware of the fact that there is incoherence between his attitude and actions or between different attitudes.



Impact of dissonance on voters:

- 1) Increased conflict between voters with different ideologies.
- 2) Social criticism leading to reduced voter turnout.

- 3) Discouraging others from participating in political activities reducing the choices available to people.

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Impact on democratic process:

- 1) Rise of leaders with extremist views.
- 2) Ignoring issues of minorities in case of dictatorship of majority.
- 3) According to Pew Research centre, in many democratic countries people are increasingly getting aligned with leaders who are undermining democracy.

To tackle this issues, either the people can change their attitude or behaviour or simply accept the dissonance or trivialize the same.

This will help in maintaining the democratic character in country.

- (b) परिवार में अभिभावक अपने बच्चों के नैतिक विकास में मुख्य शिक्षक के रूप में महत्वपूर्ण भूमिका का निर्वाह कैसे करते हैं? (150 शब्द) 10
- How do parents play an important role as the main educator in the family in moral development of their children? (150 Words) 10

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Family and parents have greatest impact on socialisation of children. It is believed that by age of 6 years, value system is developed of a child.

Role of parents:

- 1) Act as role models: Children learn more by observation compared to teachings. e.g: Gandhiji learned fasting and tolerance from her mother.
- 2) Motivates Children: Parents as friends, guide and mentor and in early phases of socialisations helps in imbibing values like hardwork and honesty.

3) Values of parent are passed on to children. e.g. Parents supporting communalism will invariably make the child communal.

4) In formative years, child is closest to parents and the trust he has on them makes him believe anything told by parents.

Given the important role of parents, it is necessary that they must be made aware of this responsibility.

They should not promote activities like alcohol or abuses and provide a child friendly environment.

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6. (a)

“लोक प्रशासन में नीतिशास्त्र का तात्पर्य केवल नियमों का पालन करना नहीं है, बल्कि सही विकल्प का चयन करना भी है।” स्पष्ट कीजिये। (150 शब्द) 10

“Ethics in public administration is not just about following rules, but also about making the right choices.” Explain. (150 Words) 10

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In public administration rules provide a basis on which a person takes decisions but the decision should keep in mind the principle of utilitarianism and sacredness.

When rules should not be followed:

Rules by a unjust government which ultimately goes against Constitutional morality need not be followed. The ultimate commitment should be towards principles of welfare state.

Following rules but wrong decisions:

e.g: A certain rule may give discretion to an officer but the decision should not

be coloured by prejudices or bias. e.g.:
No one should be favoured because
of a particular affiliation based on
caste, religion etc.

It is necessary to ^{em}remember, while
following rules may absolve one of
scrutiny but the decisions always have
a moral impact.

Following rules and right decisions

Decisions should be based on
objectivity, impartiality and neutrality.

Deciding on merits also leads to
increased trust and self respect.

While the consequences of
decisions cannot always be foreseen but
they must be in favour of citizens.

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हार्शिये में नहीं लिखना
चाहिये।

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- (b) अच्छी शिक्षा कल्पनातीत है यदि वह उत्तम जीवन और सामाजिक कल्याण के लिये आवश्यक मूल्यों को विकसित करने में विफल रहती है। टिप्पणी कीजिये। (150 शब्द) 10
- Good education is inconceivable if it fails to inculcate values essential to good life and social well-being. Comment. (150 Words) 10

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Education is an ongoing process that makes a person capable to make decisions beneficial for oneself, family and society as a whole..

Education that focus on rote learning fails to inculcate values necessary to survive and prosper in society.

Good education like Gandhi's Wardha scheme of education which emphasised on learning by doing and knowing the values of hardwork ultimately helps a person.

Systematic and mechanical education is the reason why a degree holder from a prestigious institution may not be a

good citizen compared to a person with
-out any formal education.

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Ensuring good education:

- 1) Learning by activity.
- 2) Developing moral and ethical values
by activities like team work in
sports, excursions etc.
- 3) Examinations to analyse understanding
rather than ability to memorise
facts.

As Gautam Buddha propounded Atma
Deepo Bhav - i.e. everyone must be
their own guide. The goal of education
is to make a person capable enough
to make the correct choices.

खंड - ख/ SECTION - B

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7.

श्री अर्जुन एक प्रतिष्ठित व्यवसायी हैं और अपने समुदाय में एक प्रमुख व्यक्ति हैं। अपने परोपकार और व्यावसायिक कौशल के लिये जाने जाने वाले, उन्होंने विभिन्न सामाजिक कारणों के लिये उदार व सहायक होने के लिये प्रतिष्ठा बनाई है। उनके बेटे, रवि, जो 25 वर्षीय महत्वाकांक्षी संगीतकार हैं, को हाल ही में अंतिम चरण की यकृत संबंधी बीमारी का पता चला है। रवि की कम उम्र और उसकी हालत की गंभीर प्रकृति को देखते हुए, यह निदान परिवार के लिये एक गहरा आघात है।

मेडिकल टीम ने श्री अर्जुन को सूचित किया है कि रवि को जीवित रहने के लिये तत्काल यकृत प्रत्यारोपण की आवश्यकता है। यद्यपि, अंगदान की प्रतीक्षा सूची लंबी है और समय पर यकृत मिलने की संभावना बहुत कम है। प्रत्यारोपण के बिना बीतने वाला प्रत्येक दिन रवि के बचने की संभावना को कम करता है, जिससे श्री अर्जुन और उनके परिवार की चिंता व हताशा बढ़ती जा रही है।

जिस अस्पताल में रवि का उपचार चल रहा है, उसके चिकित्सा निदेशक डॉ. मेहता अधिकरण समिति में हैं और श्री अर्जुन के पुराने मित्र हैं। उनकी दोस्ती उनके कॉलेज के दिनों से है और विगत कई वर्षों से वे एक-दूसरे की सहायता करते आए हैं। कई वर्ष पूर्व, डॉ. मेहता के जीवन के एक मुश्किल दौर में, श्री अर्जुन ने उन्हें वित्तीय सहायता और व्यक्तिगत परामर्श देकर महत्वपूर्ण सहायता की थी। डॉ. मेहता हमेशा श्री अर्जुन के दयालुता और समर्थन के लिये उनके आभारी रहे हैं।

उनके घनिष्ठ संबंधों को देखते हुए, श्री अर्जुन को डॉ. मेहता से रवि के मामले को तेजी से निपटाने और प्रतीक्षा सूची में अन्य रोगियों की तुलना में उसे प्राथमिकता देने के लिये कहने का प्रबल प्रलोभन अनुभव होता है। अपने बेटे की स्थिति की तात्कालिकता और उसके द्वारा अनुभव की जा रही भावनात्मक वैचनी के कारण श्री अर्जुन के लिये इस तरह के अनुरोध के व्यापक नीतिशास्त्रीय निहितार्थों पर विचार करना मुश्किल हो जाता है।

उपरोक्त केस स्टडी के आधार पर निम्नलिखित प्रश्नों के उत्तर दीजिये

- इस स्थिति में डॉ. मेहता को कौन-से नीतिशास्त्रीय सिद्धांतों के आधार पर निर्णय लेना चाहिये?
- डॉ. मेहता को सभी मरीजों के लिये उचित उपचार सुनिश्चित करते हुए श्री अर्जुन के व्यक्तिगत दबाव को कैसे संभालना चाहिये?
- अंग आवंटन प्रक्रिया में हितों के संघर्ष को रोकने के लिये क्या उपाय कार्यान्वित किये जा सकते हैं?

(250 शब्द) 20

Mr. Arjun is a well-respected businessman and a prominent figure in his community. Known for his philanthropy and business acumen, he has built a reputation for being generous and supportive of various social causes. His son, Ravi, a 25-year-old aspiring musician, has recently been diagnosed with end-stage liver disease. The diagnosis has come as a severe blow to the family, given Ravi's young age and the critical nature of his condition.

The medical team has informed Mr. Arjun that Ravi requires an immediate liver transplant to survive. The organ donation waiting list, however, is long, and the chances of receiving a liver in time are slim. Each day that passes without a transplant decreases Ravi's chances of survival, adding to the anxiety and desperation felt by Mr. Arjun and his family.

Dr. Mehta, Medical Director of the Hospital where Ravi is being treated, is on the authorization committee and an old friend of Mr. Arjun. Their friendship dates back to their college days, and over the years, they have supported each other through various

personal and professional challenges. Years ago, during a particularly difficult time in Dr. Mehta's life, Mr. Arjun extended significant help, providing financial support and personal counsel. Dr. Mehta has always felt indebted to Mr. Arjun for his kindness and support. Given their close relationship, Mr. Arjun feels a strong temptation to ask Dr. Mehta to fast-track Ravi's case and prioritize him over other patients on the waiting list. The urgency of his son's condition and the emotional turmoil he is experiencing make it difficult for Mr. Arjun to consider the broader ethical implications of such a request.

Answer the following questions based on the above case study

- What ethical principles should guide Dr. Mehta's decision in this situation?
- How should Dr. Mehta handle the personal pressure from Mr. Arjun while ensuring fair treatment for all patients?
- What measures can be implemented to prevent conflicts of interest in the organ allocation process?

(250 Words) 20

The situation reflects the ethical dilemma of favouring a friend who has provided help in past or sticking to the rules, regulation and ethics of healthcare.

a) Ethical principles for Dr. Mehta:

1) Ensure that proper rules and regulations are followed.

2) Impartiality: The donor recipient list has been made on set criteria. Some people may be waiting for a

long time for suitable donor which will make it unfair for them if Ravi is pushed up the list.

3) He must follow his duty of providing best medical care till Ravi's last breath in hope of finding a compatible donor.

b) Handling pressure will require strict moral and legal adherence by Dr. Mehta.

1) He should come in transparently before Mr. Arjun of the prevailing situation and not raising any false hopes.

2) He should do all within the accessible limits to promote Ravi's case on its merits but not any bias.

3) He can talk to his colleagues and

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other senior doctors regarding the situation and suggest from them solutions

c) Preventing conflict of interest in organ allocation:

- 1) Transparent guidelines outlining the criteria behind position in waiting list available to all those on waiting list.
- 2) Doctors handling organ procurement and allocation must be different from that who is treating the patient.
- 3) No interference should be allowed by administrative staff and acts of

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bribery etc. should be dealt with strictly.

4) Doctors treating known patients should declare their conflict of interest and management should act accordingly.

Ultimately, the solution lies in increasing organ donations. The recent organ transplant rules allow for anyone to register for transplant irrespective of age.

Initiatives like 'opt out' system and more cadaver donations will provide long term solution to the problem.

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8. आप एक ऐसे जिले के जिला मजिस्ट्रेट (DM) हैं जो अपने धार्मिक और सांस्कृतिक महत्व के लिये जाना जाता है। समुदाय के भीतर गहराई से संबंधित एक प्रमुख धार्मिक संगठन, एक बड़े पैमाने पर धार्मिक आयोजन की योजना बनाता है। यद्यपि, संगठन को वित्तीय बाधाओं का सामना करना पड़ता है और इतनी बड़ी सभा के लिये आवश्यक सुरक्षा उपायों की पूर्ण तैनाती सुनिश्चित करने के लिये आवश्यक धन की कमी होती है। आप संभावित जोखिमों से अवगत हैं, विशेष रूप से ऐसे सघन भीड़ वाले आयोजनों में भगदड़ की संभावना। आपकी आपत्तियों के बावजूद, आपको आयोजन की अनुमति देने के लिये भारी सामाजिक और राजनीतिक दबाव का सामना करना पड़ता है। स्थानीय राजनेता, जो धार्मिक गुरुओं और उनके संगठनों को महत्वपूर्ण वोट बैंक के रूप में देखते हैं, प्रभाव डालते हैं, आपसे कठोर शर्तों के बिना आयोजन को मंजूरी देने का आग्रह करते हैं। दबाव में आकर, आप कुछ शर्तों के साथ अनुमति दे देते हैं। आयोजन के दिन, भगदड़ होती है, जिसके परिणामस्वरूप 100 लोगों की दुखद मृत्यु हो जाती है।

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इस त्रासदी से समुदाय सदमे और शोक में है एवं मीडिया और जनता का ध्यान तुरंत इस बात पर जाता है कि इसके लिये कौन जिम्मेदार है। जिला मजिस्ट्रेट के रूप में, आप विवाद के केंद्र में हैं। उत्तरदायित्व का प्रश्न भी बड़ा है तथा धार्मिक संगठन और स्थानीय प्रशासन दोनों ही जाँच के दायरे में आते हैं।

इसके बाद, भगदड़ के कारणों की जाँच करने और यह निर्धारित करने के लिये एक आधिकारिक जाँच शुरू की जाती है कि क्या लापरवाही की इसमें कोई भूमिका थी। जाँच से पता चलता है कि धार्मिक संगठन, अपनी वित्तीय बाधाओं के बावजूद, भीड़ को नियंत्रित करने के बुनियादी उपायों को भी कार्यान्वित करने में विफल रहा। यद्यपि, जाँच इस तथ्य की ओर भी इशारा करती है कि आपके कार्यालय द्वारा दी गई अनुमति में आवश्यक शर्तों और निरीक्षण का अभाव था, जो आपदा का कारण बना।

- (a) इस मामले में शामिल हितधारकों का उल्लेख कीजिये।
 (b) इसमें नीतिशास्त्रीय चुनौतियाँ क्या हैं?
 (c) भारत में भगदड़ की घटनाएँ आम क्यों हैं और इनमें से कई धार्मिक समारोहों में क्यों हुई हैं? आप इसे रोकने के लिये सबसे पहले क्या उपाय करेंगे? (250 शब्द) 20

You are the District Magistrate (DM) of a district known for its religious and cultural significance. A prominent religious organization, deeply embedded within the community, plans a large-scale religious event. The organization, however, faces financial constraints and lacks the necessary funds to ensure the full deployment of safety measures required for such a large gathering. You are aware of the potential risks, especially the possibility of a stampede in such densely packed events. Despite your reservations, you face immense societal and political pressure to grant permission for the event. Local politicians, who see the religious gurus and their organizations as significant vote banks, exert significant influence, urging you to approve the event without stringent conditions. Yielding to pressure, you give permission, albeit with reservations. On the day of the event, a stampede occurs, resulting in the tragic loss of 100 lives.

The tragedy leaves the community in shock and mourning, and the media and public quickly turn their attention to finding who is responsible. As the District Magistrate, you are at the center of the controversy. The question of accountability looms large, and both the religious organization and the local administration come under scrutiny.

In the aftermath, an official inquiry is launched to investigate the causes of the stampede and determine whether negligence played a role. The inquiry reveals that the religious organization, despite its financial constraints, failed to implement even basic crowd control measures. However, the inquiry also points to the fact that the permission granted by your office lacked the necessary conditions and oversight, contributing to the disaster.

- (a) Mention the stakeholders involved in this case.
- (b) What are the ethical challenges involved here?
- (c) Why are Crowd crushes common in India and many of them have occurred at religious gatherings? What measures would you take to avoid it in the first place?

(250 Words) 20

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a) Stakeholders involved:

- 1) Me as District Magistrate.
- 2) Religious Organisation.
- 3) The people attending the event.
- 4) Local Politicians
- 5) Media.
- 6) Public at large.
- 7) Local administration as whole.
- 8) Members of inquiry committee.

b) Ethical Challenges

- 1) Public safety against religious beliefs:

The district is known for religious significance and such events are regularly organised.

2) Adherence to safety rules : The safety rules are primary irrespective of available funds. The event can be scaled down.

3) Following duty are bending to political pressure : The decision to succumb to pressure of local politicians shows lack of courage.

4) Ensuring accountability : While religious organisation did not undertake safety measures, the administration neglected the same.

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c) Reasons for crowd crushes and stampede

- 1) Huge number of attendants sometimes
few times more than expected.
- 2) Lack of strict guidelines regarding
crowd control in such events and
improper training of officials.
- 3) Lack of civic sense: In case of
any emergency, people usually panic
and rather than being remaining
organised, tries to escape from
situation.
- 4) Sometimes the actions of organisers
and the main personality can create
condition of stampede.

All these factors come together at
religious gatherings due to the faith

and belief of people in god.

Measures to avoid stampedes:

- 1) Strict guidelines for security measures like personnel, barricades etc.
- 2) Fixing number of people allowed inside venue.
- 3) If the organisation is lacking funds, the administration should provide supplementary support.
- 4) In extreme situations, the organisers can be asked to scale down extent of the event.
- 5) Dedication to public service rather than political or other gains.

Appropriate crowd control measures and awareness can avoid such tragic incidents.

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9.

श्रद्धा को हाल ही में एक धर्मार्थ अस्पताल का चिकित्सा अधीक्षक नियुक्त किया गया है जो स्थानीय और आस-पास के क्षेत्रों के गरीब एवं वंचित लोगों के लिये एक महत्वपूर्ण स्वास्थ्य सेवा सुविधा के रूप में कार्य करता है। अस्पताल के पास समुचित रूप से वित्त पोषण और पर्याप्त रूप से संसाधन होने के बावजूद, इसकी धर्मार्थ प्रकृति का अर्थ है कि कर्मचारियों का वेतन अपेक्षाकृत कम होना। इस वित्तीय बाधा ने एक चिंताजनक व्यवहार को उत्पन्न दिया है: कुछ कर्मचारियों ने शीघ्र या बेहतर सेवाओं के बदले में अमीर मरीजों से रिश्वत लेने की आदत विकसित कर ली है। यद्यपि इस अनैतिक व्यवहार के विषय में शिकायतें पहले भी सामने आई हैं, लेकिन अस्पताल के प्रबंधन ने आमतौर पर इस पर आँखें मूंद ली हैं और समस्या का सामना करने के बजाय इसे अनदेखा किया है।

(a) श्रद्धा के समक्ष उपस्थित नीतिशास्त्रीय दुविधा और उसके लिये उपलब्ध कार्यवाही के तरीके पर चर्चा कीजिये? साथ ही, उसके द्वारा उठाए गए कदम के पक्ष और विपक्ष पर भी चर्चा कीजिये।

(b) अगर आप श्रद्धा के स्थान पर होते/होती तो क्या करते/करती? (250 शब्द) 20

Shradha has recently been appointed as the Medical Superintendent of a charitable hospital that serves as a crucial healthcare facility for the poor and underprivileged populations both locally and from surrounding areas. Despite the hospital being well-funded and adequately resourced, its charitable nature means that staff salaries are relatively low. This financial constraint has led to a concerning practice: some staff members have developed a habit of accepting bribes from wealthier patients in exchange for expedited or enhanced services. Although complaints about this unethical behavior have surfaced in the past, the hospital's management has generally turned a blind eye, choosing to ignore the problem rather than confront it.

(a) Discuss the ethical dilemma confronting Shradha and the course of action available to her? Also, discuss pros and cons of her action

(b) What would you do if you were in Shradha's position? (250 Words) 20

a) Ethical dilemma:

a) Continuing providing accessible healthcare to poor and underprivileged people or increase costs to prevent unethical practices.

b) Allowing staff to continue providing

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their services despite knowing lack of ethics to retain them for functioning of the hospital.

Available courses of action:

1) Confronting the problem by involving all stakeholders like the management, doctors, nurses etc.

Pros = • Find solution to the issue and ensure smooth functioning of hospital.

Cons = • Lack of financial resources may yield no significant benefit.
• Staff might leave in search of better opportunities.

2) Turn a blind eye like management.

Pros : • Continue the functioning and

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the services to poorer people.

cons : • Promoting unethical practices
• Reduced trust of other patients

b) Actions by myself in similar situation

- 1) Confronting the staff to stop any such practice.
- 2) Asking the board to increase salary of staff by mobilising more resources from the trustees or through government support.
- 3) Differential pricing mechanism:

a) For rich patients: Certain treatments of specialised nature at higher rates to augment hospital resources. This will contribute to redistribution

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of wealth in society.

The augmented charges can cover for increased salaries.

b) for poor patients: continue the services at the subsidised rates.

The issue as a whole reflects upon the health services in the country.

Government must augment resources and increase expenditure to at least 3% of GDP as per National Health Policy, 2017.

It will also help in achieving SDG-3 (Good health and wellbeing).

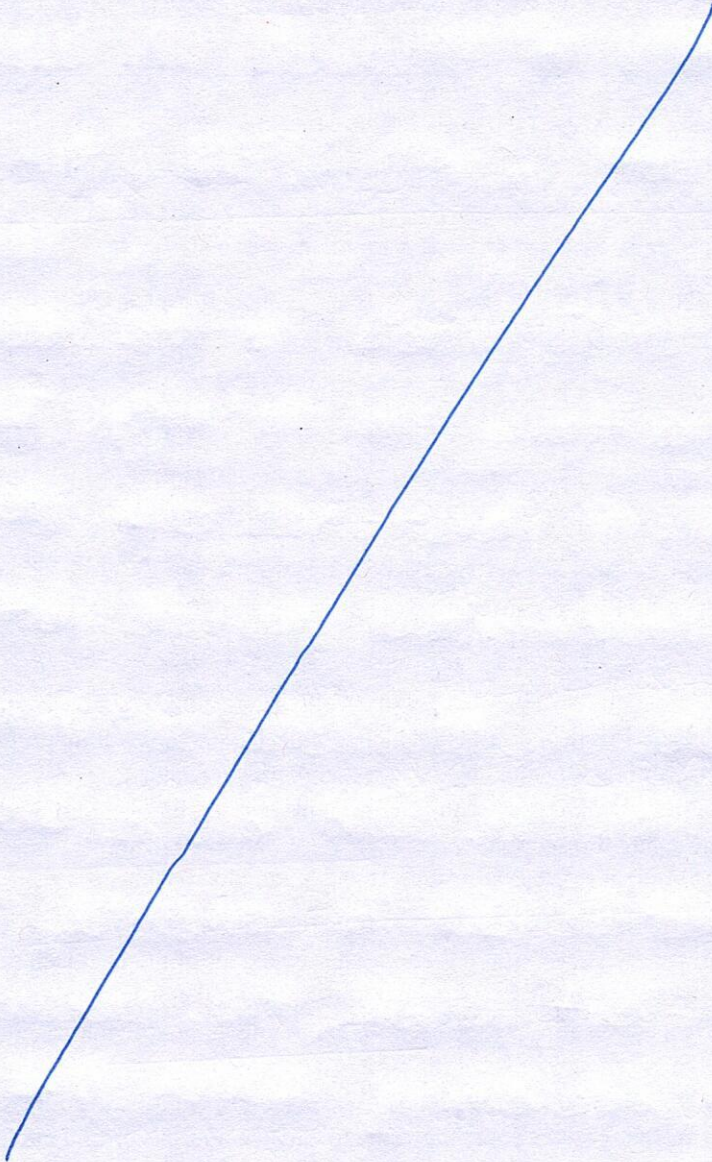
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10.

आर्यन विश्वविद्यालय के छात्र श्रेयस शर्मा को अपने निवास कक्ष में “जाति विशेषाधिकार की समझ” शीर्षक वाला बुलेटिन बोर्ड दिखाई देता है। वह इसे प्रचार मानता है और मानता है कि यह उच्च जाति के छात्रों के साथ भेदभाव करता है। जवाब में, श्रेयस ने फेसबुक पर एक निंदा पोस्ट की, जिसमें प्रमुख रूढ़िवादी हस्तियों अमित वर्मा और राजन पटेल को टैग किया ताकि परिसर में अत्यधिक उदारवाद की ओर ध्यान आकर्षित किया जा सके। यह पोस्ट तुरंत वायरल हो गई, जिसका समर्थन और विरोध दोनों हुआ।

प्रिया नामक एक छात्र पत्रकार श्रेयस का साक्षात्कार लेती है ताकि बुलेटिन बोर्ड की आलोचना करने के उसके उद्देश्यों को समझा जा सके। श्रेयस, जिसने इस तरह की प्रतिक्रिया की उम्मीद नहीं की थी और अब अपने पोस्ट पर पछतावा करता है, प्रिया से लेख में अपना नाम गोपनीय रखने के लिये कहता है। प्रिया के सामने एक नैतिक दुविधा है: श्रेयस के नाम न बताने के अनुरोध का सम्मान करना या उसके सार्वजनिक बयानों के लिये उसे उत्तरदायी ठहराना।

- विवाद को संबोधित करने में विश्वविद्यालय प्रशासन की नीतिशास्त्रीय जिम्मेदारी का मूल्यांकन कीजिये। मुक्त भाषण और समावेशिता के बीच संतुलन बनाने के लिये वे क्या उपाय कर सकते हैं?
- श्रेयस द्वारा सामना किये गए विरोध के संदर्भ में न्याय की अवधारणा पर विचार कीजिये। विश्वविद्यालय यह कैसे सुनिश्चित कर सकता है कि इसमें शामिल सभी पक्षों के साथ उचित व्यवहार हो और उन्हें समुचित रूप से उत्तरदायी ठहराया जा सके?
- जिन आलोचनाओं को श्रेयस झेल रहा है उससे प्रिया अवगत हैं। साक्षात्कारकर्ता के प्रति समानुभूति और पत्रकारिता की निष्पक्षता बनाए रखने के बीच नीतिशास्त्रीय संतुलन पर चर्चा कीजिये।

(250 शब्द) 20

Shreyas Sharma, a student at Aryan University, comes across the bulletin board titled “Understanding Caste Privilege” in his residence hall. He perceives it as propaganda and believes it discriminates against upper-caste students. In response, Shreyas posts a denouncement on Facebook, tagging prominent conservative figures Amit Verma and Rajan Patel to draw attention to what he sees as excessive liberalism on campus. The post quickly goes viral, attracting both support and significant backlash.

Priya, a student journalist, interviews Shreyas to understand his motives for criticizing the bulletin board. Shreyas, who did not anticipate the extent of the backlash and now regrets his post, asks Priya to keep his name confidential in the article. Priya faces an ethical dilemma: respecting Shreyas’s request for anonymity or holding him accountable for his public statements.

- Evaluate the ethical responsibility of the university administration in addressing the controversy. What measures could they take to balance free speech and inclusivity?
- Reflect on the concept of justice in the context of the backlash faced by Shreyas. How can the university ensure that all parties involved receive fair treatment and are held accountable appropriately?
- Priya is aware of the backlash Shreyas has faced. Discuss the ethical balance between empathy for the interviewee and maintaining journalistic objectivity.

(250 Words) 20

Q) Ethical responsibility of administration:

- a) Ensure freedom of speech and expression while ensuring the safety of students and staff in university.
- b) Prevent outside influence from provoking university students.
- c) Discussion with all stakeholders including students on framing guidelines for sensitive topics.

Balancing free speech and inclusivity:

- a) Promote tolerance among students.
- b) Multi-cultural environment at university by having students from diverse backgrounds.
- c) College events fostering unity.

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- d) Raising awareness about critical issues and making students capable to evaluate all aspects of an issue before taking any stand.
- b) Justice in its essence has the essence of impartiality and neutrality. The preamble of Constitution calls for social, economic and political justice. Like the organisers put up the poster for the event, acts of Shreyas must not be seen as completely unethical but within the purview of his freedom of speech and expression.

Role of university:

- 1) Impartial treatment of all irrespective
- see of any caste affiliation.
 - 2) The parties can be held accountable
as per gravity of actions. Shreyas
involved outsiders in university
matters rather than taking up the
issue amicably.
 - 3) A neutral committee by university
should investigate all aspects and
decide accordingly.
- c) Balance between empathy and objectivity
in journalism:

Priya is aware of the remorse
that Shreyas feels but her journalistic
ethics also has moral pressure of
providing the people with the whole

teuth. Irrespective of intentions, people must be held accountable for their actions.

Peiya can engage with Shreyas and maintain objectivity by hiding his identity but not on any details or information that she thinks her readers would like to know.

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11.

भारत में एक बड़ी बहुराष्ट्रीय आईटी कंपनी में अनुभवी विक्रय प्रतिनिधि राहुल ने कंपनी के भीतर, विशेष तौर पर अपने सहकर्मी अर्जुन के साथ गहरी मित्रता विकसित की थी। पिछले कुछ महीनों में, अर्जुन ने राहुल को अपनी पत्नी, बच्चों और बूढ़े माता-पिता का भरण-पोषण करने सहित अपने गंभीर वित्तीय संघर्षों के बारे में बताया था। अर्जुन ने काम पर जोखिम भरे कदमों का संकेत दिया था, लेकिन कभी भी विशिष्ट बातें नहीं बताईं।

जब अर्जुन ने अचानक कंपनी छोड़ दी, तो राहुल हैरान और संदिग्ध हो गया। उसने अर्जुन के कार्यभार को अपने नियंत्रण में ले लिया और जल्द ही उसे पता चल गया कि अर्जुन की धोखाधड़ी गतिविधियों से कंपनी को वित्तीय नुकसान हुआ है। अर्जुन ने एक योजना बनाई थी जिसमें फर्जी विक्रय ऑर्डर, अग्रिम कमीशन भुगतान प्राप्त करना और विलंबित वितरण के लिये बाहरी कंपनी के साथ मिलीभगत करना शामिल था, जिससे गैर-मौजूद विक्रय के लिये कमीशन प्राप्त किया जा सके।

उनकी आपस की बातचीत पर विचार करते हुए, राहुल को बेचैनी महसूस हुई, उसे अनुभव हुआ कि अर्जुन की हताशा ने उसे धोखाधड़ी करने के लिये प्रेरित किया। उसने प्रश्न किया कि क्या वह स्थिति को रोक सकता था और उसे जिम्मेदारी का अहसास हुआ। अर्जुन के चले जाने और आंतरिक जाँच शुरू होने के बाद, राहुल को नैतिक दुविधा का सामना करना पड़ा कि जो वह जो जानता था उसे उजागर करे या नहीं।

राहुल अपनी व्यक्तिगत सत्यनिष्ठता बनाए रखना चाहता था और कंपनी को इस मुद्दे को समझने में सहायता करना चाहता था, लेकिन उसे भय था कि सब कुछ उजागर करने से उसकी स्थिति खतरे में पड़ सकती है और उसे नौकरी से निकाला जा सकता है। वह अर्जुन की स्थिति से समानुभूति रखता था, वह अपने मित्र की रक्षा करने और अपने नीतिशास्त्रीय मानकों को बनाए रखने के बीच उलझन में था। राहुल इस बात से जूझ रहा था कि क्या सच्चाई को उजागर करना उसकी नौकरी और मित्रता को खोने के लायक है, खासकर तब जब कंपनी का वित्तीय नुकसान भयावह नहीं था और उत्पाद जीवन-मरण का प्रश्न नहीं था।

(a) पेशेवर संदर्भ में नीतिशास्त्रीय निर्णयन में समानुभूति का क्या प्रभाव होना चाहिये? क्या किसी सहकर्मी के व्यक्तिगत संघर्षों को समझना उसके अनैतिक कार्यों को उचित ठहरा सकता है या कम कर सकता है?

(b) राहुल के निर्णय में सबसे महत्वपूर्ण नीतिशास्त्रीय मूल्य क्या हैं?

(c) राहुल के निर्णय को कौन-से कारक प्रभावित करेंगे?

(250 शब्द) 20

Rahul, an experienced sales representative at a large multinational IT company in India, had developed strong friendships within the company, especially with his colleague Arjun. Over recent months, Arjun had confided in Rahul about his severe financial struggles, including supporting his wife, children, and aging parents. Arjun had hinted at risky moves at work but never disclosed the specifics.

When Arjun abruptly left the company, Rahul was shocked and suspicious. He took over Arjun's sales territories and soon discovered the financial damage caused by Arjun's fraudulent activities. Arjun had orchestrated a scheme involving fictitious sales orders, receiving upfront commission payments, and colluding with an external company to delay deliveries, thereby securing commissions for non-existent sales.

Reflecting on their conversations, Rahul felt uneasy, realizing Arjun's desperation likely drove him to commit fraud. He questioned whether he could have prevented the situation and felt a sense of responsibility. With Arjun gone and an internal investigation underway, Rahul faced a moral dilemma about whether to disclose what he knew.

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Rahul wanted to maintain his personal integrity and help the company understand the issue but feared that revealing all could jeopardize his position and lead to termination. He empathized with Arjun's plight, feeling conflicted between protecting his friend and upholding his own ethical standards. Rahul wrestled with whether exposing the truth was worth potentially losing his job and friendship, especially since the company's financial loss was not catastrophic and the product was not life-or-death.

- (a) How should empathy influence ethical decision making in a professional context? Can understanding a colleague's personal struggles justify or mitigate unethical actions?
- (b) What are the most significant ethical values at stake in Rahul's decision?
- (c) What factors should influence Rahul's decision? (250 Words) 20

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a) In professional content, empathy can help in influencing decision but both positively or negatively.

Empathising with issues of colleagues and employees can help in providing better solutions and encourage team building but the same shall not be at the cost to company as other stakeholders like shareholders, customers etc. are involved.

While knowing personal struggles can provide reason for unethical actions

but the same cannot be justified. Anyone and everyone is engaged in some personal battle, and justifying unethical actions will lead to downfall of entire organisation.

b) Ethical values at stake in Rahul's decisions:

- 1) Trust: Arjun trusted Rahul in confiding with him his issues and presiding the investigation committee with all information will erode this trust.
- 2) Integrity: Rahul must be truthful in his actions and not favour his friend based on personal struggles.
- 3) Objectivity: He should take decision not

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on basis of his biases but the prevalent circumstances.

4) Responsibility: While he feels responsible for Arjun's action, his real responsibility is towards his organisation.

c) Factors influencing Rahul's decisions

- 1) Plight of Arjun who faced struggles sustaining his family.
- 2) His friendship with Arjun and the rapport between them.
- 3) His fear of him being terminated by telling the truth.
- 4) His belief that loss to company is not significant.
- 5) His personal integrity and honesty.

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of these factors, Rahul should base his decision on his integrity rather than personal factors telling the committee all he knows and making it clear that he was unaware of any such activity being undertaken by Arjun.

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12. मुंबई में रहने वाली 28 वर्षीय सोशल मीडिया इन्फ्लुएंसर निशा ने विगत पाँच वर्षों में इंस्टाग्राम और यूट्यूब पर काफी संख्या में फॉलोअर्स प्राप्त किये हैं। अपनी जीवनशैली संबंधी कंटेंट के लिये जानी जाने वाली निशा प्रायः फैशन, ब्यूटी और वेलनेस सेक्टर के ब्रांड्स के साथ सहभाग करती हैं। उनके फॉलोअर्स उनकी प्रामाणिकता और विश्वसनीय कंटेंट के लिये उनकी प्रशंसा करते हैं और उन्होंने अपने व्यक्तिगत मूल्यों के अनुरूप उत्पादों का प्रचार करने के लिये प्रतिष्ठा बनाई है।

निशा को अनन्या अरोड़ा ने एक नए आहार पूरक का प्रचार करने के लिये संपर्क किया है जो जल्दी वजन घटाने का वादा करता है। अभियान एक आकर्षक सौदा प्रदान करता है, जो निशा द्वारा अब तक किसी एकल साझेदारी से अर्जित की गई राशि से कहीं अधिक है। राहुल, उसका प्रबंधक, उसे प्रस्ताव स्वीकार करने के लिये प्रोत्साहित करता है, वित्तीय लाभ और अधिक फॉलोअर्स प्राप्त करने की क्षमता पर जोर देता है।

हालाँकि, निशा को कुछ संदेह है। उत्पाद पर शोध करने पर, उसे स्वास्थ्य विशेषज्ञों से मिली-जुली समीक्षाएँ और चिंताएँ मिलती हैं, जिनमें डॉ. अरविंद राव भी शामिल हैं, जो ऐसे सप्लीमेंट्स की सुरक्षा और प्रभावशीलता पर प्रश्न उठाते हैं। निशा जानती है कि उसके कई फॉलोअर्स स्वास्थ्य और तंदुरुस्ती संबंधी सलाह के लिये उससे परामर्श लेते हैं और संभावित रूप से असुरक्षित उत्पाद का प्रचार करने से उनकी विश्वसनीयता को नुकसान पहुँच सकता है और उसके फॉलोअर्स जोखिम में पड़ सकते हैं।

निशा को प्रिया ने सुझाव दिया कि उसे नैतिकता के बारे में बहुत अधिक चिंता नहीं करनी चाहिये। उसका तर्क है कि फॉलोअर्स अपनी पसंद के लिये स्वयं जिम्मेदार हैं और इस तरह की साझेदारी इंडस्ट्री में आम बात है। प्रिया ने स्वयं भी बिना किसी विरोध का सामना किये इसी तरह के उत्पादों का प्रचार किया है।

निशा अब दोराहे पर खड़ी है। एक तरफ, वह इस प्रस्ताव को स्वीकार कर सकती है, अपनी कमाई को काफी बढ़ा सकती है और अपने फॉलोअर्स की संख्या बढ़ा सकती है। दूसरी तरफ, किसी ऐसे उत्पाद का प्रचार करना जिस पर उसे पूरा विश्वास नहीं है, उसके मूल्यों से समझौता कर सकता है और संभवतः उसके फॉलोअर्स को खतरों में डाल सकता है।

उपरोक्त केस स्टडी के आधार पर निम्नलिखित प्रश्नों के उत्तर दीजिये:

- क्या प्रभावशाली लोगों के लिये उन उत्पादों का प्रचार करना नीतिशास्त्रीय रूप से सही है, जिनका वे व्यक्तिगत रूप से उपयोग नहीं करेंगे या अपने प्रियजनों को उनकी प्रेरक शक्ति के कारण अनुशंसा नहीं करेंगे? यह “किसी को हानि न पहुँचाएँ” सिद्धांत के साथ कैसे संरेखित होता है?
- क्या प्रभावशाली व्यक्तियों को उनके द्वारा समर्थित उत्पादों से होने वाले संभावित नुकसान के लिये उत्तरदायी ठहराया जाना चाहिये?
- एक प्रभावशाली व्यक्ति को अपने वित्तीय हितों और अपने दर्शकों के प्रति नीतिशास्त्रीय दायित्वों के बीच संघर्ष का समाधान कैसे करना चाहिये?

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Nisha, a 28-year-old social media influencer based in Mumbai, has gained a significant following on Instagram and YouTube over the past five years. Known for her lifestyle content, she frequently collaborates with brands in the fashion, beauty, and wellness sectors. Her followers admire her for her authenticity and relatable content, and she has built a reputation for endorsing products that align with her personal values.

Nisha is approached by Ananya to promote a new dietary supplement that promises quick weight loss. The campaign offers a lucrative deal, far more than Nisha has ever earned from a single partnership. Rahul, her manager, encourages her to accept the offer, emphasizing the financial benefits and the potential to gain more followers.

However, Nisha has reservations. Upon researching the product, she finds mixed reviews and concerns from health experts, including Dr. Arvind Rao, who questions the safety and effectiveness of such supplements. Nisha is aware that many of her followers look up to her for health and wellness advice, and promoting a potentially unsafe product could harm her credibility and put her followers at risk.

Priya, her friend, suggests that Nisha should not worry too much about the ethics, arguing that followers are responsible for their own choices and that such partnerships are common in the industry. Priya herself has promoted similar products without facing any backlash. Nisha is now at a crossroads. On one hand, she could accept the deal, significantly boost her earnings, and expand her reach. On the other hand, promoting a product she does not fully trust could compromise her values and possibly endanger her followers.

Based on the above case study, answer the following questions:

- Is it ethical for influencers to promote products they would not personally use or recommend to loved ones, given their persuasive power? How does this align with the "do no harm" principle?
- Should influencers be held accountable for the potential harm caused by the products they endorse?
- How should an influencer navigate the conflict between their financial interests and their ethical obligations to their audience?

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The case study reflects upon the dilemma by a person regarding professional growth and responsibility towards society as a whole.

- Today, with increasing reach of social media, people are getting influenced and persuaded by many actors and celebrities and influencers. However, it is not ethical for

these influencers to endorse products they don't use themselves. These people are well aware that their followers look up on them and try to follow their lifestyle.

They bear a moral responsibility towards all those who support them.

It goes against 'do no harm' principle as they are aware of impact of product they endorse.

b) The accountability of influencers can be seen as:

- 1) They promote products to lakhs of people in return of some gains and are responsible to persuade people to purchase something

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2) However, it should also be taken into account that they are not forcing anyone to buy a product. It is ultimately the follower who through his own will buys the product.

However, they must be aware of their persuasive power over their followers.

c) Navigating the conflict by certain steps:

1) Declaring that he/she is being paid, monetarily or otherwise, for endorsing a product.

2) They should endorse product based on people who follow them. e.g:
Children should not be endorsed certain things like fast food, junk

food, expensive items etc.

- 3) They should ask the company who approach to provide them full disclosure of product so that they can make informed choice.

Finally, all the influencers must adhere to their conscience and should not endorse a product that they feel is morally unsuitable.

Showing respect to their followers will ultimately increase their own good will as well.

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