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Total No. of Pages: 02

Total No. of Questions: 09

BBA (Sem. – 4)

BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY

Subject Code: BBASEC401-18

M Code: 77427

Date of Examination : 22-12-2022

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. **SECTION-A is COMPULSORY** consisting of TEN questions carrying TWO marks each.
2. **SECTIONS-B** consists of FOUR Sub-sections : UNITS-I, II, III & IV. Each Sub-section contains TWO questions each, carrying TEN marks each.
3. Students have to attempt any ONE question from each Sub-section.

SECTION-A

1. Write a short note on:

- a) Importance of ethics in business.
- b) Common Marketing malpractice.
- c) Significance of holistic approach for managers.
- d) Sources of value formation.
- e) Difference between ethics and ethos
- f) Triple Bottom Line (TBL) framework.
- g) Whistle Blowing Policy.
- h) Need for CSR.
- i) Latest example of e-governance initiatives in India.
- j) Importance of Millenium Development goals.

SECTION-B

UNIT-I

2. What do you mean by business ethics? How is it useful for a business organization?
3. Elaborate with examples, the common unethical practices prevail in marketing and HRM.

UNIT-II

4. Why Indian ethos are important for a business to prosper? Also, differentiate Indian ethos from western ethos.
5. Why ethical decision making is difficult? Discuss guidelines that help ethical decision making in business.

UNIT-III

6. What is meant by CSR? Trace its evolution and latest trends.
7. Discuss the emergence and development of corporate citizenship in India.

UNIT-IV

8. Write a note on United Nations' guidelines on business and human rights.
9. Explain in detail the international framework for corporate social responsibility.

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.