

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA (Event Management) (Sem.-4)

BUSINESS ETHICS & CORPORATE SOCIAL RESPONSIBILITY

Subject Code : BBASEC-401-18

M.Code : 79738

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.
3. Each Sub-section contains **TWO** questions each, carrying **TEN** marks each.
4. Student has to attempt any **ONE** question from each Sub-section.

SECTION-A

1. Write briefly :

- a) Ethical Principles in Business ethics
- b) Internal stakeholders
- c) Brain Stilling
- d) Ethics in production
- e) Workplace Spirituality
- f) Carroll's model
- g) Corporate Citizenship
- h) OECD CSR Policy tool
- i) Triple bottom Line (TBL) framework
- j) Whistle Blowing policy.

SECTION-B

UNIT-I

2. What are the factors which are responsible for increasing concern of business enterprises towards different stakeholders? -
3. Define Environmental Ethics. Also, discuss the effect of business activities on environmental degradation with suitable example.

UNIT-II

4. **Write a note on :**
 - a. Sources of human value formation
 - b. Explain the benefits of a good code of conduct.
5. Discuss the significance of Holistic approach. How do managers use this approach in business decision?

UNIT-III

6. CSR principles contribute to the effectiveness, profitability and stability of the organization. Give your view point with examples.
7. Distinguish between corporate philanthropy and CSR.

UNIT-IV

8. Write a note on OECD CSR policy tool.
9. What are the United Nation (UN) Global Compact 2011 guidelines?

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.