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Total No. of Pages: 02

Total No. of Questions: 09

BBA (SIM) (Sem. – 4)

BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY

Subject Code: BBASM-SEC401-18

M Code: 77434

Date of Examination : 24-12-2022

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. **SECTION-A is COMPULSORY** consisting of TEN questions carrying TWO marks each.
2. **SECTION-B** consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying TEN marks and student has to attempt ONE question from each Subsection.

SECTION-A

1. Answer briefly:
 - a) Ethical principles in business
 - b) Consumer production and finance
 - c) Carroll's model of CSR
 - d) Corporate Governance
 - e) Business ethics
 - f) Intellectual rational brain
 - g) Millennium development goals
 - h) Sustainable business
 - i) Brain Stilling
 - j) Holistic spiritual brain

SECTION-B

UNIT I

2. Define Business ethics, nature scope and its purpose.
3. Explain professional ethics human values and the different meaning of human values?

UNIT II

4. Define CSR. Discuss its history and evolution.
5. Define corporate governance and also explain its relation with CSR.

UNIT III

6. State UN guiding principles on business and human rights.
7. Explain the importance of ethics and moral standards and how they are related to decision making.

UNIT IV

8. Discuss the concept of charity, corporate philanthropy and corporate citizen in CSR.
9. Explain Models, Drivers and major codes of CSR.

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.