

Roll No.

Total No. of Pages : 02

Total No. of Questions : 17

MBA (2018 Batch) (Sem.-1)
BUSINESS ETHICS AND CSR

Subject Code : MBA-106-18

M.Code : 75407

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

- 1. SECTION-A contains EIGHT questions carrying TWO marks each and students have to attempt ALL questions.**
- 2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.**
- 3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.**

SECTION-A

Write briefly :

- 1) Ethics
- 2) Normative ethics
- 3) Ethical dilemma
- 4) Code of ethics
- 5) Triple bottom line
- 6) Corporate social responsibility
- 7) Internal stakeholders
- 8) Myths

SECTION-B

UNIT-I

- 9) What do you mean by Business ethics? What are the roles and responsibilities of various stakeholders in it?

- 10) “Business is related to making profit, where as ethics deal with right or wrong. Therefore Business and ethics are not related to each other”. Discuss.

UNIT-II

- 11) What are the types of ethical dilemmas?
12) What causes an ethical dilemma in business?

UNIT-III

- 13) What is the relationship between CSR and Corporate Governance?
14) What is the need for CSR?

UNIT-IV

- 15) Describe different strategies of Corporate Social Responsibility.
16) Discuss the role and responsibilities of society in Corporate Social Responsibility.

SECTION-C

- 17) **Case Study :**

Mr. Vir Sinha, M.D. Natural Beverages Ltd., was looking at the “AD Punch line” created by his product manager Jatin Shah. He was taken a back by the claim that their new product “NATU-RAS” energy drink is “*The best fitness plan for your health -real fruit and no sugar*”.

Jatin Shah, the product manager, was little uneasy when asked by his M.D. as to how we can claim “Best health plan drink” when they know that they are preservatives and permissive food colours. Jatin defended by saying that all shampoo and hair oil advertisements also make similar hyper claims as a mode of communicating superiority of their respective brands.

- a) Discuss, how in this case the question of ethics in advertising has been linked to persuasive product communication for “NATU-RAS”.
b) What ethical advice you will give to Mr. Vir Sinha to develop a persuasive advertisement, without compromising on the ethical aspects of advertising.

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