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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 : BBASEC-401-18

M.Code : 77427

Date of Examination : 15-07-22

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. Students have to attempt any ONE question from each Sub-section.**

SECTION-A

- 1. Write short notes on :**
- a) Outline the importance of ethics.
 - b) Explain the term Moral Decision making.
 - c) Discuss about relevance of Indian Ethos.
 - d) Discuss salient feature of Brain Stilling.
 - e) Define Human Values.
 - f) Discuss the nature of Human Freedom.
 - g) What do you mean by Corporate Citizenship?
 - h) Define CSR.
 - i) Discuss relationship between CSR and MDGs.
 - j) Explain Millennium Development goals.

SECTION-B

UNIT-I

2. *"A business organisation is of the people, by the people and for the people"*. Give your comments from ethical points of view.
3. Why is bringing moral judgements into the realm of business necessary? What are the consequences, if any, of not applying ethics in business?

UNIT-II

4. What is Indian Ethos? Explain the principles and characteristics of Indian Ethos.
5. What is value? What are major sources of your values? Why does your value change?

UNIT-III

6. Discuss theoretical perspective of Corporate Social responsibility & elaborate evolution of Corporate Social Responsibility.
7. Why is corporate governance important? List the five golden principles of best corporate governance.

UNIT-IV

8. Discuss in detail the National Voluntary guidelines on the Social, Environmental & Economic Responsibilities of Business.
9. Highlight the UN guiding principles on business and human rights.

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.