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Total No. of Pages: 02

Total No. of Questions: 10

MBA/MBA (IB) (Sem. – 1)
BUSINESS ETHICS AND CSR
Subject Code: MBA-106-18
M Code: 75407
Date of Examination : 25-01-23

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. SECTION-A is COMPULSORY consisting of EIGHT questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV. Student has to attempt any ONE question from each Sub-section carrying EIGHT marks each.
3. SECTION-C is COMPULSORY carrying TWELVE marks.

SECTION-A

1. Write briefly:
 - a) Values and ethics
 - b) Meta ethics
 - c) Ethical dilemma
 - d) Code of conduct
 - e) Triple bottom line
 - f) Environmental ethics.
 - g) Internal stakeholders
 - h) Corporate governess

SECTION-B

UNIT-I

2. Define business ethics. State its characteristics. Discuss various ethical theories.
3. What do you mean by Business ethics? What are the factors affecting business ethics.

UNIT-II

4. Discuss role and functions of ethical managers.
5. What do you mean by Ethical dilemma? What causes an ethical dilemma in business?

UNIT-III

6. Discuss theoretical perspective of Corporate Social responsibility?
7. What is the relationship between CSR and Corporate Governance?

UNIT-IV

8. Describe different strategies of Corporate Social Responsibility.
9. What do you mean by Corporate Governance? What is the need of Corporate Governance?

SECTION-C

10. Case Study:

A large size pharma company encourages target based performance culture. A new recruit joins the company and becomes the whistle-blower. He found that the marketing team including seniors was adopting unethical and illegal means to meet the high salestarget.

- a) Discuss the issue of business ethics with reference to above case.
- b) How can you justify profit as ethical in any business?

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.