Roll No. ☐☐☐☐☐☐☐☐☐☐☐☐ **Total No. of Pages : 03**

Total No. of Questions : 10

MBA (Sem.–1)

BUSINESS ETHICS AND CSR

Subject Code : MBA-106-18

M.Code : S75407

Date of Examination: 18-01-2025

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 consists of ONE Case Study carrying TWELVE marks.**

SECTION-A

1. Write briefly:

a. Absolutism *vs*. Relativism.

b. Any three major ethical responsibilities of a company towards its competitors.

c. Environmental Ethics.

d. Give a few examples of ethical considerations in Human Resource Management.

e. What is the relationship between CSR and Business Ethics?

f. Give any two arguments against Corporate Social Responsibility.

g. Any two major Corporate Social Responsibility initiatives taken by companies in India.

h. Need for Corporate Governance.

SECTION-B

UNIT-I

2. What are the basic principles of Business Ethics? Also, describe in brief major myths about Business Ethics.

3. Discuss in brief the ethical and social responsibilities of a company towards its customers and shareholders.

UNIT-II

4. Discuss in brief the ethical considerations at Top Level management.

5. What do you mean by Ethical Dilemma? What Causes an Ethical Dilemma in conducting business? Also, discuss in brief how to handle such Ethical Dilemmas in conducting business.

UNIT-III

6. What are the objectives of Corporate Social Responsibility? Also, discuss its models in brief.

7. **Write short notes on:**

   a) Global Reporting Initiative Guidelines.

   b) Relationship of Corporate Social Responsibility and Corporate Sustainability.

UNIT-IV

8. What are the various provisions of the Companies Act 2013 relating to Corporate Social Responsibility?

9. Discuss in brief the main features of any two global Corporate Governance models. Also discuss their implications for the Indian Corporate Sector.

SECTION-C

10. **Solve the following Case Study:**

Cool Cool is a world famous soft drink company operating in over 100 nations and territories. The company sells more than 50 brands worldwide. The company recently entered Uganda. There, it has been facing many issues concerning severe racial discrimination. The workers complained of low payment, harassment and poor working conditions as compared to their white counterparts working there. Workers want the Company to work ethnically. Again, the activities undertaken by Cool Cool in Uganda have severe adverse impacts on local communities and farmers, particularly their act of establishing the bottling plant. In Uganda, the version of the soft drink the company is selling complies with Ugandian food and health regulations, but is less healthy than the drink sold in the US/Europe/and other markets where the law is stricter. The soft drink company is obeying the law in Uganda, but It has also been found that soft drinks manufactured in Uganda by indicated high levels of pesticides, in other words, it is selling an inferior, less healthy product in that country, which might create health issues amongst the users of the soft drink in that country.

QUESTIONS :

a) What are the issues of integrity, ethics and law posed in the case study?

b) What options does the Cool Cool (the soft drink company) and the government of Uganda have, and what should they do and why?

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.