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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 : BBASEC401-18

M.Code : 77427

Date of Examination : 31-05-2025

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 a short note on :

- a) Explain the nature of Business Ethics.
- b) How are moral standards important in business?
- c) Explain the concept of ethical decision-making in business.
- d) Describe the role of human values in personal growth.
- e) What is meant by 'Total Quality Mind'?
- f) Discuss the importance of intuition in managerial decision-making.
- g) Define Corporate Social Responsibility (CSR).
- h) What is the triple bottom line approach in CSR?
- i) Explain the concept of Corporate Citizenship.
- j) What are the Millennium Development Goals (MDGs)?

SECTION - B

UNIT - I

2. Describe the scope and purpose of ethics in business. Discuss its relevance in markets, finance and HR.
3. Explain the relevance of ethical principles in consumer protection and marketing. How can these principles be applied in modern businesses?

UNIT - II

4. Discuss how human values like freedom, creativity, love and wisdom contribute to decision-making.
5. Compare and contrast the intellectual-rational brain with the holistic-spiritual brain.

UNIT - III

6. Trace the history and evolution of CSR in India. Discuss Carroll's model of CSR and the major drivers of CSR initiatives.
7. Explain the relationship between CSR, Corporate Governance and sustainability. Discuss the environmental aspects of CSR in business.

UNIT - IV

8. Explain the role of the United Nations Global Compact 2011 and the UN Guiding Principles on business and human rights in shaping international CSR frameworks.
9. Discuss the relationship between CSR and the Sustainable Development Goals (SDGs).

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.