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Total No. of Pages : 03

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 : 25-06-2025

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) What do you mean by ethical values?
 - b) What is absolutism theory of ethics?
 - c) Highlight need for code of ethics for firms.
 - d) What do you mean by environmental ethics?
 - e) Define corporate governance.
 - f) What is the concept of triple bottom line?
 - g) Outline relationship between strategic planning and CSR.
 - h) Identify ethical considerations in Finance.

SECTION - B

UNIT - I

2.
 - a) Highlight importance of ethics in business.
 - b) Critically examine salient principles of Business Ethics, with illustrations.
3.
 - a) Describe importance of relationship of a firm with its various stakeholders.
 - b) Outline emerging issues in the domain of business ethics, with examples.

UNIT - II

4. Highlight the important ethical dilemmas faced by business organizations. What are features of dilemma resolution process? Elaborate.
5. Outline important ethical considerations in the domain of marketing, by citing suitable illustrations.

UNIT - III

6.
 - a) Elaborate on various arguments in favour of and against firms performing Corporate Social Responsibility.
 - b) What are important drivers of Corporate Social Responsibility? Elaborate.
7.
 - a) Highlight the need and importance of pursuing Corporate Sustainability Practices, with examples.
 - b) What are desirable components of corporate sustainability reporting framework?

UNIT - IV

8. Outline the salient features of Corporate Social Responsibility provisions under the Companies Act, 2013, with illustrations.
9.
 - a) Highlight the need and importance of corporate governance, with examples.
 - b) Identify important Principles of corporate governance.

SECTION - C

10. Case study

A large and one of India's most respected conglomerates, ABC Enterprises has long been known for its commitment to Corporate Social Responsibility (CSR). The company has developed its own distinctive model of CSR, which emphasizes ethical business practices, community welfare and environmental sustainability. For Instance, the conglomerates has implemented various CSR initiatives aimed at improving, education, healthcare and infrastructure in rural areas near its operations.

One of the notable projects is ABC Community Development Program, which focuses on improving the quality of life for local communities by providing access to clean drinking water, education and vocational training programs. This initiative is driven by a deep-rooted ethical commitment to positively impact society while running a profitable business.

In addition to social welfare programs, ABC Group emphasizes corporate governance through transparency and accountability in its operations. The Group has implemented strong corporate governance practices to ensure that business decisions align with ethical standards and benefit all stakeholders.

CSR efforts of ABC enterprises reflect the company's belief that businesses should not only generate profits but also contribute to the social and environmental well-being of society.

Questions :

- a. Should ABC enterprises focus on ethical business practices? Do you think it will impact its profitability?
- b. What are some of the key areas of community welfare you would recommend in addition to those already undertaken by ABC enterprises?
- c. How does an ABC enterprise ensure corporate governance in its CSR initiatives?
- d. Why is CSR important for businesses in India, particularly in the context of ABC enterprises?

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.