

Roll No.

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Total No. of Pages :02

Total No. of Questions : 09

BBA(Sem.-4)

BUSINESS ETHICS AND CSR

Subject Code :BBASEC401-18

M.Code :77427

Date of Examination : 16-12-2025

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTION-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. Answer briefly:

- a) Purpose of Business ethics.
- b) Relevance of Indian ethos.
- c) Stakeholder management.
- d) Ethics in finance.
- e) Spiritual brain.
- f) Business sustainability.
- g) Corporate Citizenship.
- h) Principles of Good Corporate Governance.
- i) Triple bottom Line (TBL) framework.
- j) Whistle Blowing policy.

SECTION-B

UNIT-I

2. What are the factors which are responsible for increasing concern of business enterprises towards different stakeholders?
3. Define Environmental Ethics. Also, discuss the effect of business activities on environmental degradation with suitable example.

UNIT-II

4. Discuss the salient features of Indian ethos. What is the relevance of Indian ethos in present times?
5. Discuss the significance of Holistic approach. How do managers use this approach in business decision?

UNIT-III

6. Principles contribute to the effectiveness, profitability and stability of the organization. Give your view point with examples.
7. **Write notes on :**
 - a) Difference between corporate philanthropy and CSR.
 - b) Carroll's Model.

UNIT-IV

8. Discuss ILO declaration of principles on multinational enterprises & social policy.
9. Discuss the sustainable development goals. What is the relationship between CSR & MDGs?

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.