Roll No. [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] **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: 15-01-2026**

**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) Define ethics.

b) What is relativism theory of ethics?

c) Identify the myths about Business Ethics.

d) Differentiate between ethics and ethos.

e) How is globalisation impacting business ethics in India?

f) What is the need for having environmental responsibility for an organisation?

g) Define Corporate governance.

h) Identify ethical considerations in Human Resource Management.

## SECTION-B

### UNIT-I

2. a) Critically examine the need and importance of pursuing ethical practices for an enterprise.

   b) Identify important principles of Business Ethics by citing examples.

3. a) Why is it important to maintain relationship with various stakeholders of a business?

   b) What, according to you, are important challenges in the domain of business ethics. Elaborate.

### UNIT-II

4. a) What are characteristics of ethical decision making in organisations. Identify ethical dilemmas commonly encountered by enterprises.

   b) Suggest suitable ethical dilemma resolution process for a firm with examples.

5. Critically examine important ethical considerations in the domain of Accounting and Finance. Give examples in support of your answer

### UNIT-III

6. a) Outline the concept of Corporate Social Responsibility. Should organisations undertake CSR activities? Give arguments in support of your answer.

   b) Explain salient features of important Corporate Social Responsibility Models.

7. a) Outline the concept of Corporate Sustainability. Explain Tripple Bottom Line Model (TBL) model, with examples.

   b) Highlight the features of corporate sustainability reporting framework, with suitable illustrations.

### UNIT-IV

8. a) Identify important Corporate Social Responsibility provisions under the Companies Act, 2013.

   b) Highlight important activities undertaken under CSR in India.

9. a) Outline the concept of Corporate Governance. Elaborate on its need and importance in Indian context.

   b) What are cardinal Principles governing corporate governance? Explain.

## SECTION-C

**10. Read the Case and Answer Questions based on it:**

XYZ Enterprises, one of India's largest companies in the FMCG sector, has made significant strides in Corporate Social Responsibility (CSR) through its "Responsible Business" model. The company is committed to creating value for its stakeholders while ensuring that its operations benefit society. XYZ Enterprises follows an approach which integrates sustainability into its business strategy, focusing on three primary areas: environmental sustainability, social welfare and economic empowerment.

Many of the initiatives of XYZ Enterprises are targeted towards its suppliers, predominantly, farmers as it empowers them by providing direct access to information, better resources, and market prices, leading to improved agricultural productivity and incomes. It has also built storage facilities for them. XYZ Enterprises also focuses on environmental sustainability through its recycled plastic and paper packaging, where the company has pioneered the use of recycled materials to reduce its ecological and carbon footprint.

The company's commitment to business ethics and corporate governance is evident through its transparent business practices, adherence to regulatory standards and its focus on building long-term relationships with local communities and stakeholders. Company's efforts are also driven by the growing need for businesses to align their goals with sustainable development and responsible growth.

XYZ Enterprises is making all efforts to incorporate CSR into its core strategies, balancing profit with responsibility.

**Questions:**

a) How does XYZ Enterprises "Responsible Business" model integrate CSR into its core business strategy?

b) What are some of the key initiatives of XYZ Enterprises to empower local communities which the companies can replicate?

c) Do you think such initiatives of XYZ Enterprises are likely to lower down profits of the enterprise?

d) Critically examine role of top management of XYZ Enterprises in developing CSR approach.

**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**.