

UNIT-II

4. Discuss role and functions of ethical managers.
5. What do you mean by Ethical dilemma? What causes an ethical dilemma in business?

UNIT-III

6. Discuss theoretical perspective of Corporate Social responsibility?
7. What is the relationship between CSR and Corporate Governance?

UNIT-IV

8. Describe different strategies of Corporate Social Responsibility.
9. What do you mean by Corporate Governance? What is the need of Corporate Governance?

SECTION-C

10. Case Study:

A large size pharma company encourages target based performance culture. A new recruit joins the company and becomes the whistle-blower. He found that the marketing team including seniors was adopting unethical and illegal means to meet the high sale target.

- a) Discuss the issue of business ethics with reference to above case.
- b) How can you justify profit as ethical in any business?

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.