

Roll No.

Total No. of Pages : 02

Total No. of Questions : 17

MBA / MBA (IB) (Sem.-1)
BUSINESS ETHICS AND CSR

Subject Code : MBA-106-18

M.Code : 75407

Date of Examination : 22-05-2023

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

Write briefly :

1. State any three characteristics of Business Ethics.
2. Ethics vs. Ethos.
3. Ethical Dilemma.
4. Environmental Ethics.
5. Any two arguments against Corporate Social Responsibility.
6. Corporate Sustainability.
7. Society and Corporate Social Responsibility.
8. Indian Model of Corporate Governance.

SECTION-B

UNIT-I

9. What are the basic principles of Business Ethics? Also, describe in detail the relevance of Business Ethics in today's business environment.
10. Discuss in detail the responsibilities of a business enterprise towards its various stakeholders.

UNIT-II

11. What are the features of Ethical Decision Making? Why is ethical decision making important?
12. Discuss in detail various ethical issues in Marketing.

UNIT-III

13. What are the various drivers of corporate social responsibility? Which driver in your opinion is more relevant in modern context?
14. Discuss the National Voluntary Guidelines on Social, Environmental and Economic Responsibilities of Business in detail.

UNIT-IV

15. Explain the various provisions of CSR under the Companies Act 2013.
16. Explain why Corporate Governance is gaining importance in the modern era. What are the elements of Good Corporate Governance?

SECTION- C

17. **Solve the following case study :**

Shahrukh is working as a senior manager in a major international firm of investment managers with a publicly stated commitment to the highest standards of ethical behaviour. The company is making losses and is due to make a very important presentation to a major corporate client, and if the deal is finalised it would benefit the company. Management feels that this activity will provide a lucrative return to the successful bidder for the business and a number of major investment managers have been asked to make presentations. The firm is keen to win the mandate for the business and has committed considerable resources to its bid, for which initial presentations were held last week. Following the initial presentation, Shahrukh learns that the proposal was well received and the firm is on the shortlist against only one other major firm. Shahrukh realizes that there is a substantial variation in the bid from the original presentation but he leaves it to the judgement of the team. It is soon discovered by Shahrukh that the team had got hold of the bid book of the competitor which was inadvertently left by them in the waiting room.

Questions

- i. What is the ethical dilemma in the above case?
- ii. What are the various options available to Shahrukh?
- iii. How the ethical dilemma projected in this case can be resolved?

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.