

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 : 25-06-2024

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) Discuss any two myths about Business Ethics.
- b) Any three emerging issues in Business Ethics.
- c) Discuss in brief the concept of Ethical Reasoning.
- d) What do you mean by Environmental Ethics?
- e) What do you mean by CSR through Triple Bottom Line (TBL)?
- f) Give any two arguments in favour of Corporate Social Responsibility.
- g) What are the permissible CSR Activities as per the Companies Act, 2013 in India?
- h) What is the relationship between Strategic Planning and Corporate Social Responsibility?

SECTION-B

UNIT-I

2. Discuss in detail Kohlberg's six stages of moral development. Support your answer with suitable illustrations.
3. Discuss in brief the ethical and social responsibilities of a company towards its competitors, dealers and suppliers.

UNIT-II

4. Discuss in brief the features of ethical dilemmas. What is the process of resolving ethical dilemmas?
5. Discuss in brief the ethical considerations in marketing.

UNIT-III

6. What is the concept of Corporate Social Responsibility? Discuss in detail the various benefits of Corporate Social Responsibility to the company.
7. Discuss in detail various National Voluntary Guidelines on Social, Environmental and Economic Responsibilities of Business.

UNIT-IV

8. Discuss in brief various provisions of the Companies Act, 2013 relating to Corporate Social Responsibility.
9. What is the purpose of Corporate Governance model? Discuss any three Corporate Governance models.

SECTION-C

10. Case Study :

Wal-Mart is the world's largest retail company. It has become very powerful in the modern era. It has aggressively pursued its low-price mantra, bringing better value to consumers and forcing suppliers to innovate. Being so powerful, it can do virtually anything it wants in some areas. Obviously this kind of power has enormous ethical and social implications. Some suppliers suggest that Wal-Mart is able to dictate every aspect of its operations, from product design to pricing, in its efforts to maximize savings for customers. Some suppliers claim they have been forced to reduce staff numbers and even

locate to lower-cost regions, in order to meet the biggest retailer's margin demands. Their fear is that if they hesitate to comply, they risk losing their most lucrative outlet and will find their products quickly replaced by a competitor's on Wal-Mart's shelves. For the customer, seeking keen prices and great choice, there are obvious benefits to Wal-Mart's approach, but perhaps there is also a cost.

Questions :

- a) What are some of the ethical and social implications of the power Wal-Mart and other huge retailers are able to exert?
- b) What action can a company like Wal-Mart take to manage these issues?

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.