

2016

M B A

1st Semester Examination

**BUSINESS ETHICS AND CORPORATE SOCIAL
RESPONSIBILITIES**

PAPER—MBA-106

Full Marks : 100

Time : 3 Hours

The figures in the right-hand margin indicate full marks.

*Candidates are required to give their answers in their
own words as far as practicable.*

Illustrate the answers wherever necessary.

1. Answer any *four* questions of the following : 4×5
- (a) State the nature of business ethics.
 - (b) “Study of business ethics is a specialised study of moral right and wrong as they apply to business institutions”. - Elucidate.
 - (c) What do you mean by ethical abuse?

(Turn Over)

- (d) Find out the role of ethics in strategic management process.
- (e) What do you understand by ethical dilemma ?
- (f) 'Business ethics grew out of social issues' - Comment.

2. Answer any *four* questions from the following : 4×10

- (a) What do you understand by teleological approach ?
- (b) "Corporate social responsibility is societal obligations of business" - Justify.
- (c) What is corporate citizenship? State the moral obligation of corporate citizens.
- (d) 'It is more challenging to practice business ethics in a multinational settings' - Explain.
- (e) Establish the concept of Consumerism.
- (f) Explain briefly the concept of code of ethics.

3. Answer any *two* questions from the following : 2×10

- (a) Briefly discuss about Hosmer model of ethical analysis.

(b) For a manager of a corporate sector identify characteristics of approaches to ethical thinking. Mention few essential ethical practices a leader should follow. 6+4

(c) On Feb 6, 2001 Government of India dropped a bombshell when it announced that it would shortly table a bill banning Tobacco Companies from advertising their products and sponsoring sports and cultural events. The objective was to discourage adolescents from consuming tobacco products. In its reaction, ITC announced that it would voluntarily withdraw from all the sponsorship events. On the other hand, the tobacco industry was a major contributor in excise revenue (Contributed about Rs. 8,000 crores in 2000-01), which was extremely important for the economy.

In the light of this situation, what approach should the Government choose – the ethical or commercial and is it proper for Government to interfere in matters of personal choice in the first place ?

4. Answer any *two* questions from the following : 2×10
- (a) What do you mean by consumerism ? Describe the three-tier system for the consumer disputes redressal system of our country. 2+8
 - (b) What is corporate governance ? State the differences between corporate governance and corporate management. Why corporate governance is necessary ? 2+2+6
 - (c) A business firm is responsible to shareholders, stakeholders and also it can not ignore its corporate social responsibility. – Elaborate these three obligations of business firm and justify each.

[Internal Assessment : 20 Marks]
