

2018

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 *eight* questions : 8×5
- (a) What do you mean by utilitarian approach ?
- (b) Explain the term ethics. How practicing ethics contributes to enhance profitability of a firm ? 2+3
- (c) "Consumerism is a movement"—explain.

(Turn Over)

- (d) Briefly discuss about the values and vision of strategic management.
- (e) How to solve ethical dilemma in the corporate backdrop ?
- (f) What are the responsibilities executed by an effective corporate governance ?
- (g) State the common unethical issues related to technological aspects of business.
- (h) What are the roles of the stakeholders towards business in CSR ?
- (i) Explain the benefits of corporate social responsibilities of business ?
- (j) "General ethics and business ethics are same"— do you agree or not ? Discuss.
- (k) Highlight the structure and activities of consumer dispute redressal agency.
- (l) Distinguish between 'code of ethics' and 'code of conduct'.

2. Answer any *four* questions :

4×10

- (a) Explain why organisations are struggling to adopt CSR initiatives ?

- (b) Narrate the concept of Hosmer model in ethics. What do you understand by ethical dilemma? 7+3
- (c) 'It is easy to be ethical'—comment with example. What do you mean by corporate citizenship? 6+4
- (d) Mention the different consumer rights enjoyed by the citizens of India.
- (e) Explain in details the practising trend of CSR activities by the Indian firm.
- (f) Write short notes on (any two) :
- (i) Deontological approach
 - (ii) Cyber crime
 - (iii) Whistle blowing.

[Internal Assessment : 20 Marks]
