

NEW
2015
MBA 1st Semester Examination
BUSINESS ETHICS
AND
CORPORATE SOCIAL RESPONSIBILITIES
PAPER—106

Full Marks : 100

Time : 3 Hours

The figures in the 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 of the following : 4×5

- (a) Define the concept of Business ethics. State its importance in recent time.**

(Turn Over)

- (b) Discuss the major principles of Business ethics.
- (c) Unethical behaviour in business is on rise — do you agree with this? Find out the reasons in case your acceptance or contradiction of this.
- (d) What is code of ethics? Explain.
- (e) Mention the benefits of ethical management programmes.
- (f) Discuss various ethical challenges in business in recent time.

2. Answer any *four* of the following questions : 4×5

- (a) Is Philanthropy different from Charity? How can you classify Philanthropy?
- (b) State the concept of social responsibility and justify the need for Corporate Social Responsibility to be undertaken by business house.
- (c) How is Corporate Social Responsibility related to Corporate Governance?
- (d) What are the responsibilities of a business towards its customers?

- (e) What is Corporate Citizenship ? What are its drivers ?
- (f) Enumerate the basic responsibilities of a business towards state governments and the community ?

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

- (a) "Business is related to making profit whereas Ethics deal with right or wrong. Therefore, Business and Ethics are not related to each other" — Discuss.
- (b) What do you mean by Professional ethics ? Discuss the important issues of Professional ethics for a Marketing Manager.
- (c) (i) What is an ethical dilemma ?
 - (ii) A 12 yrs. old girl is forced to go into therapy because of acting out at school. During the first session with the adolescent, the therapist finds out that the girl is actively abusing marijuana and possibly ecstasy with her friends. The parents do not know this information.
 - (x) What do you do ?
 - (y) How do you solve this dilemma ?

4. Answer any *two* of the following questions : 2×10
- (a) Who are stake holders of a business organisation and briefly mention the social responsibility of business to the stake holders. 2+8
- (b) What do you mean by Consumer Protection ? Why is it necessary ? What Legislative Measures are available for consumer protection ? 2+3+5
- (c) What the Agency Theory is all about ? What are the Agency Costs ? Explain the 'Incomplete Contract View' and 'Assymmetric Information Problem' in Corporate Governance. 2+2+(3+3)

[Internal Assessment : 20]
