

2014

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 of the following : 5×8
- (a) What do you mean by 'Business Ethics'? Explain.
 - (b) What is the importance of Code of Ethics in a business?
 - (c) 'Value based management is a good recipe for long-term success of business' — Justify.

(Turn Over)

- (d) Illustrate Hosmer model of analysis of ethics.
- (e) What are the causes of unethical behaviour in an organisation ?
- (f) What are the ethical challenges facing by the business in recent time ?
- (g) What do you mean by Corporate Social Responsibility ? How is it different from Philanthropy ?
- (h) What are the social responsibilities of business stakeholders ?
- (i) Why should a business be responsible to the society ?
- (j) What is ethical consumerism ? Write a brief note on CSR Halo effect.
- (k) What do you understand by good corporate citizenship ?
- (l) Enumerate the basic responsibilities of a business towards its employees.

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

(a) As a manager of an organisation, how would you make ethical decision ? Explain with any hypothetical example.

(b) What do you mean by Socially Conscious Consumerism ? How does it occur ? How to market goods and services responsively ? 2+3+5

(c) What is ethical dilemma ? Mention the steps in resolving ethical dilemma.

(d) (i) What are the professional ethics for functional managers ?

(ii) Give your opinion regarding profitability and ethics. 7+3

(e) Explain Cost-Benefit Analysis (CBA) as a tool to evaluate alternative investment situations. What are the different types of costs and benefits of implementing Corporate Social Responsibility ? 4+(3+3)

(f) (i) What do you mean by consumer protection ?

(ii) What are the unethical issues that arise in the functional aspects of sales and marketing ?

4+6

[Internal Assessment : 10 Marks]
