

**2018**

**CBCS**

**1st Semester**

**COMMERCE**

**PAPER—GE1**

**(Honours in Marketing)**

*Full Marks : 60*

*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.*

**Business Ethics and Corporate**

**Social Responsibility**

1. Answer any ten questions :

10×2

(a) What do you mean by "Code of ethics"?

(b) What is CSR?

*(Turn Over)*

- (c) Define scam.
- (d) What do you understand by holistic approach ?
- (e) What are ethical standards ?
- (f) What is corporate governance ?
- (g) Define corporate sustainability.
- (h) What for Cadbury Committee is known to us ?
- (i) Define strategy.
- (j) What is CR ?
- (k) Mention any two qualities of an ethical leader.
- (l) Define utilitarian approach.
- (m) What is cognitivism ?
- (n) State any two areas of ethics in HRM.
- (o) Is there any differences between Corporate Management and Corporate Governance ?

2. Answer any *four* questions :

4×5

- (a) How to solve ethical dilemma in the corporate sector ?
- (b) How practicing ethics contributes to enhance profitability of a firm ?
- (c) Briefly discuss about values and visions of strategic management.
- (d) What are the responsibilities to execute effective corporate governance ?
- (e) What are the roles of the employees towards business in CSR ?
- (f) What are the reasons of unethical behaviour ?

3. Answer any *two* questions :

2×10

- (a) Explain the benefits of corporate governance. 10
- (b) Narrate the concept of Hosmer model in ethics. What do you understand by 'ethical dilemma' ? 6+4

(c) **Mention about the common indicators to measure business social performance.**

(d) **Write short notes on (any two) :** 5+5

**(i) Deontological approach**

**(ii) Cyber Crime**

**(iii) Whistle blowing**

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