

2019

B. Com.

1st Semester Examination

**MARKETING MANAGEMENT**  
**(Honours)**

**Paper : GE 1-T**

Full Marks : 60

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.*

1. Answer *any ten* questions. 10×2=20
- (a) Define Cadbury Committee.
  - (b) What is holistic approach to ethical thinking ?
  - (c) What is value ?
  - (d) What is business ethics ?

*[ Turn Over ]*

- (e) What is ethical abuse ?
- (f) What do you mean by corporate citizen ?
- (g) Define ethical dilemma.
- (h) What is insider trading ?
- (i) What does the utilitarianism focus on ?
- (j) What is Hosmer model ?
- (k) Mention any four causes of unethical behaviour.
- (l) What is vision ?
- (m) Define corporate sustainability.
- (n) How ethics is different from morale ?
- (o) What do you understand by ethical decision making?

2. Answer *any four* questions.

4×5=20

- (a) What are the key differences between CSR and CR?
- (b) What can a well written code of ethics do ?

- (c) State the relationship between profitability and ethics in business with suitable example.
- (d) What do you mean by social audit ?
- (e) What are the steps to be followed in ethical dilemma resolution process ?
- (f) Mention the different qualities required for ethical leadership.

3. Answer *any two* questions. 2×10=20

- (a) State the objective of corporate governance ?  
Discuss the functions of CSR committees ? 4+6
- (b) What do you understand by professional ethics ?  
Discuss the important issues of Professional ethics for a HR manager ? 3+7
- (c) What do you mean by environmental aspects of CSR? --Discuss.

[ Turn Over ]

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

(i) Ethical hacking

(ii) Teloloical approach

(iii) Contemporary ethical challenges in business

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