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Total No. of Pages : 02

Total No. of Questions : 18

BBA (2018 Batch) (Sem.-4)
BUSINESS ETHICS AND CSR
Subject Code : BBASEC-401-18
M.Code : 77427

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Students have to attempt any ONE question from each Sub-section.

SECTION-A**Write a short note on :**

1. Scope of Business ethics
2. Unethical Practices against employees
3. Brain Stilling
4. Ethics in production
5. Workplace Spirituality
6. Business sustainability
7. Corporate Citizenship
8. Principles of Good Corporate Governance
9. Triple bottom Line (TBL) framework
10. Whistle Blowing policy





SECTION-B

UNIT-I

11. What are the factors which are responsible for increasing concern of business enterprises towards different stakeholders?
12. Define Environmental Ethics. Also, discuss the effect of business activities on environmental degradation with suitable example.

UNIT-II

13. Write a note on :
 - a. Sources of human value formation
 - b. Explain the benefits of a good code of conduct
14. Discuss the significance of Holistic approach. How do managers use this approach in business decision?

UNIT-III

15. CSR principles contribute to the effectiveness, profitability and stability of the organization. Give your view point with examples.
16. Describe :
 - a. Distinguish between corporate philanthropy and CSR.
 - b. Carroll's Model.

UNIT-IV

17. Write a note on OECD CSR policy tool.
18. What are the United Nation (UN) Global Compact 2011 guidelines?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.

