

Total No. of Questions : 07

M.Sc. (Fashion Marketing Management) (2015 to 2017) (Sem.-3)

BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY

Subject Code : MSc.FMM-308

Paper ID : [A3190]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY carrying TWENTY marks.**
2. **SECTION-B consists of THREE Sub-sections : Units-I, II, III.**
3. **Each Sub-section contains TWO questions each, carrying TEN marks each.**
4. **Student has to attempt ONE question from each Unit and FOURTH from any UNIT.**

SECTION-A

Q.1 Attempt all in brief :

- (i) Evolution of business ethics.
- (ii) Sources of business ethics.
- (iii) Philosophical ethics.
- (iv) Ethics and Free Trade.
- (v) Unethical aspects of advertising.
- (vi) Ethics audit.
- (vii) Wage discrimination by international businesses.
- (viii) Corporate Social responsibility and Indian businesses.
- (ix) Ethics in managing corporate finances.
- (x) Corporate Governance.

SECTION-B

UNIT-I

- Q.2 Explain the concept of Business ethics. Also, discuss the importance of ethics in business.
- Q.3 Citing suitable examples, describe various ethical issues involved in product packaging and labeling.

UNIT-II

- Q.4 With the rising concern about increasing number product failures like Nokia battery, Takata airbags, highlight the importance of ethics in production management.
- Q.5 Highlight the salient provisions of 'The Sexual Harassment of Women at Workplace' Act, 2013.

UNIT-III

- Q.6 Critically appraise the different understanding of ethics in business found among major world economies.
- Q.7 Describe the SEBI guidelines regarding Business Responsibility in India.