

Mks: 75

Note:

1. All questions are compulsory, subject to internal choice.
2. Figures to the right indicate full marks.

Q1. A. State Whether the Following Statements are True or False: (Any 8)

(8)

1. Where law fails, ethics also fails.
2. Ethical marketing nowadays has become less important.
3. Ethics training won't help employees.
4. CSR stands for Corporate Search and Rescue.
5. Law is guided by reality principles.
6. Ethics and morals are often used interchangeably.
7. Integrating ethics management with other management practices is the need of the hour.
8. Corporate Governance is an instrument for benefiting all stakeholders of a corporate entity.
9. Business and ethics don't mix up.
10. The first generation CSR is called evolving business considering social factors.

Q1. B. Match the Column: (Any 7)

(7)

A	B
1. Organization Culture	(a) Transforming products to be more ethical
2. Business Ethics	(b) Customers
3. Personal ethics	(c) Principle 5
4. Organizational Systems	(d) SA 8000
5. Green washing	(e) Desires & Needs
6. External stakeholders	(f) 9 th March, 2005
7. Abolition of Child Labour	(g) Morality in Business Environment
8. Social Accountability	(h) Code of ethics
9. Sachar Committee Report	(i) Founder
10. Karma	(j) Beliefs & Values

Q2.

- a. Define Ethics and State its Nature? (8)
- b. Differentiate between Ethics and Morals? (7)

OR

- p. Define Business ethics and Explain its types (8)
- q. What is Business Ethics and State its Need & Objectives? (7)

Q3.

- a. Explain the concept Workplace Discrimination in detail? (8)
- b. Explain the Ethical issues in HRM? (7)

OR

- p. What is Marketing ethics? Explain the unethical marketing practices techniques? (8)
- q. Explain the 4-V Model of Ethical Leadership? (7)

Q4.

- a. Explain the benefits of corporate governance to business, organization and to other parties? (8)
- b. Explain the (Prohibition of Insider Trading) Regulations, 2015? (7)

OR

- p. What is Corporate Governance? Explain the 4P's of Corporate Governance? (8)
- q. Explain the Stewardship Theory? (7)

Q5.

- a. Explain the steps involved in CSR strategy? (8)
- b. Explain the Concept of Triple Bottom Line? (7)

OR

- p. Write short notes on (Any 3): (15)
 1. Types of Ethics
 2. Issues in business ethics
 3. Ethics in Advertising
 4. RTI Act 2005
 5. Scope of CSR
