

TIME: - 2.5 HOURS

CLASS: - SYBMS

MARKS: 75



1. All questions are compulsory carrying 15 marks each.
2. Figures to the right indicate marks

Q1 A). MULTIPLE CHOICE QUESTIONS (any 8)

(08)

- 1) Communities provide a firm the license to _____ business
a) question b) shut c) operate
- 2) Bio-ethics is form of _____ ethics
a) Participatory b) Applied c) Recognition
- 3) Smuggling and drug trafficking are examples of _____ crime.
a) White collar b) Organized c) Unorganized
- 4) Good governance is based on _____ values
a) Apt b) Legal d) Ethical
- 5) An ethical infrastructure should contain.
a) a mission statement b) a formalized code c) reports to civil courts
- 6) Ethics is same as
a) conformance to agreed values b) strict compliance c) legality
- 7) The Ministry of _____ regulates functioning of corporate sector.
a) Defence b) External Affairs c) Corporate Affairs
- 8) The 3 C's of business ethics are Compliance, Contribution and _____.
a) Consumers b) Capital c) Consequences
- 9) Whistle blowing is
a) Breach of good manners b) criminal actions c) reporting ethical transgressions
- 10) Professional ethics is
a) Designed to protect b) Attribute to profession c) Monopolistic

B) True or False (any 7)

(07)

1. Professional ethics are same as Personal ethics
2. Ethical marketing nowadays has become less important.
3. Corporate code of conduct provides employees a framework for decision making.
4. CSR stands for Corporate Social responsibility..
5. ASCI stands for Advertising Standards council of India.
6. Ethics and Morals are often used interchangeably.
7. Business and ethics go hand in hand
8. The German model is a one tiered model.
9. Keiretsu is a Japanese term for grouping of companies through cross shareholding.
10. Anglo American model is also called the Anglo-German Model.

Q2.a) Define Ethics. Explain Theories of Ethics.

(15)

OR

Q2.b) Explain How to enforce ethical behaviour at workplace

(15)

Q3.a) Explain ASCI. How is it going to benefit the Indian Ad -World

(15)

OR

Q3.b) Explain Types of Organized Crime in detail.

(15)

Q4.a) Explain the Stewardship Theory.

(15)

OR

Q4.b) Explain German Model

(15)

Q5.a) Explain the CSR funnel with the CSR Framework

(08)

b) Write in detail about Pyramid of Csr

(07)

OR

Q5. WRITE SHORT NOTES ON (ANY THREE)

(15)

- a) Corporate Code of Conduct
- b) Shareholder theory
- c) CSR initiatives of corporates
- d) Anglo-American model
- e) CSR Is used as a Branding Tool. Elaborate.