

Printed Pages – 3

Roll No. : .....

**576118(76)/676315(76)**

**M. B. A. (First Semester) Examination,**

**Nov.-Dec. 2021**

**(New Scheme)**

**(Management Branch)**

**BUSINESS ETHICS & CSR (NEW)**

**Time Allowed : Three hours**

**Maximum Marks : 80**

**Minimum Pass Marks : 32**

**Note : Attempt all questions. All question carry equal marks.**

**Unit-I**

1. Explain term philanthropy and its importance in social development. Compare the role of conventional and strategic philanthropy.

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**PTO**

[ 2 ]

Or

What is corporate social responsibility? Discuss the responsibility of business firms towards employees consumers and community.

**Unit-II**

2. Where we bail in educating consumers? Suggest your views for improving consumers awareness about their rights and duties.

Or

Short notes on :

- (i) Unethical practices in marketing
- (ii) Competitive strategy

**Unit-III**

3. Explain the concept of human rights declaration with respect to company policies.

Or

Corporate social responsibility is know as non profit making activity than, why corporate measure or conduct the cost benefit analysis of CSR. In light of your answer explain the parameters which corporate considers for cost benefits analysis of CSR.

[ 3 ]

**Unit-IV**

4. Why is ethics important for corporate? What are the cause for unethical behaviour?

Or

Explain corruption. Can higher wages for bureaucrats reduce corruption? Discuss the major factors responsible for corruption.

**Unit-V**

5. State and explain the ethical and social responsibility of Indian leading corporate. Discuss the failure of Indian leading corporate and top firms due to lapses of these responsibilities.

Or

Short notes on :

- (i) Role of International Trade and Business
- (ii) Concept of ombudsman