

Subject: Business Ethics and Corporate Social Responsibility

Total Marks: 75

Date: 14/10/14

Time: 2 ½ Hrs.

Answer as directed

Q1. Answer any 2

15 Marks

- Explain the different types of ethics. ✓
- Explain the need for business ethics in a globalised market.
- What are duties? Explain them. ✓

Q2. Answer any 2

15 Marks

- Explain the different stages of life with reference to ancient Indian scriptures.
- Explain the role of ILO in meeting ethical challenges with reference to employment.
- Explain cross cultural influence.

Q3. Answer any 2

15 Marks

- Explain organisational responsibility towards various stakeholders.
- Enlist the role of CEO in an organisation.
- List down the rights of investors.

Q4. Answer any 2

15 Marks

- Explain triple bottom line and its relevance in sustainable development.
- Explain CSR within organisation.
- Explain your views on CSR as a tool for image building for organisations.

Q5. Case Study: A large sized pharma company encourages target based performance culture. A new recruit joins the company and becomes the whistle blower. He found that the marketing team including the seniors was adopting unethical and illegal means to meet the high-sale target.

Answer both the following questions:

15 Marks

- Discuss the issue of marketing ethics with reference to the above case.
- Justify profit as ethical norm in a business.

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Christian Drosten



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Question On Business Related For Paper 2014: Bestsellers in 2023 The year 2023 has witnessed a remarkable surge in literary brilliance, with numerous captivating novels captivating the hearts of readers worldwide. Lets delve into the realm of bestselling books, exploring the captivating narratives that have charmed audiences this year. Question On Business Related For Paper 2014 : Colleen Hoover's "It Ends with Us" This poignant tale of love, loss, and resilience has gripped readers with its raw and emotional exploration of domestic abuse. Hoover masterfully weaves a story of hope and healing, reminding us that even in the darkest of times, the human spirit can prevail. Uncover the Best : Taylor Jenkins Reid's "The Seven Husbands of Evelyn Hugo" This intriguing historical fiction novel unravels the life of Evelyn Hugo, a Hollywood icon who defies expectations and societal norms to pursue her dreams. Reid's absorbing storytelling and compelling characters transport readers to a bygone era, immersing them in a world of glamour, ambition, and self-discovery. Discover the Magic : Delia Owens' "Where the Crawdads Sing" This mesmerizing coming-of-age story follows Kya Clark, a young woman who grows up alone in the marshes of North Carolina. Owens crafts a tale of resilience, survival, and the transformative power of nature, captivating readers with its evocative prose and mesmerizing setting. These bestselling novels represent just a fraction of the literary treasures that have emerged in 2023. Whether you seek tales of romance, adventure, or personal growth, the world of literature offers an abundance of compelling stories waiting to be discovered. The novel begins with Richard Papan, a bright but troubled young man, arriving at Hampden College. Richard is immediately drawn to the group of students who call themselves the Classics Club. The club is led by Henry Winter, a brilliant and charismatic young man. Henry is obsessed with Greek mythology and philosophy, and he quickly draws Richard into his world. The other members of the Classics Club are equally as fascinating. Bunny Corcoran is a wealthy and spoiled young man who is always looking for a good time. Charles Tavis is a quiet and reserved young man who is deeply in love with Henry. Camilla Macaulay is a beautiful and intelligent young woman who is drawn to the power and danger of the Classics Club. The students are all deeply in love with Morrow, and they are willing to do anything to please him. Morrow is a complex and mysterious figure, and he seems to be manipulating the students for his own purposes. As the students become more involved with Morrow, they begin to commit increasingly dangerous acts. The Secret History is a brilliant and suspenseful novel that will keep you wondering until the very end. The novel is a cautionary tale about the dangers of obsession and the power of evil.

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