

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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