

Total No. of Pages : 02

Total No. of Questions : 09

BBA (Sem.-4)

BUSINESS ETHICS AND CSR

Subject Code : BBASEC-401-18

M.Code : 77427

Date of Examination : 01-12-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Students have to attempt any ONE question from each Sub-section.

SECTION-A

1. Write a short note on :

- Outline the importance of Ethics.
- Explain the term Moral Standards.
- Discuss about need of Moral Decision Making.
- Discuss salient features of Total Quality Mind.
- Discuss Foundational Human Values.
- Discuss the Nature of Human Freedom.
- What do you mean by Corporate Citizenship?
- Discuss the concept of Charity.
- Discuss relationship between CSR and MDGs.
- Explain Sustainable Development Goals.

SECTION-B

UNIT-I

2. Explain the nature and purpose of business ethics.
3. Explain in detail Ethical Principles in Business and Markets.

UNIT-II

4. What is Indian Ethos? Explain the principles and characteristics of Indian Ethos.
5. What is Value? What are major sources of your values? Why does your value change?

UNIT-III

6. Discuss why CSR is important in India.
7. Why is corporate governance important? List the five golden principles of best corporate governance.

UNIT-IV

8. Discuss in detail the international framework for Corporate Social Responsibility.
9. Highlight the UN guiding principles on business and human rights.

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BUSINESS ETHICS AND CSR
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SECTION-A

I. Write a short note on :

- a. What is the scope of business ethics?
- b. Define moral decision-making in business.
- c. Mention two ethical principles relevant to environmental sustainability.
- d. Describe the role of human values in personal growth.
- e. Define 'Holistic-Spiritual Brain' in the context of managerial decision-making.
- f. What is the role of professional ethos in business ethics?
- g. Explain the concept of stakeholder management in CSR.
- h. Differentiate between Corporate Philanthropy and Corporate Citizenship.
- i. What is the significance of the Sustainable Development Goals (SDGs) in CSR?
- j. What are the ILO tri-partite principles regarding multinational enterprises?

SECTION-B

UNIT-I

2. Discuss the nature and importance of ethics in business. How does it contribute to moral decision-making in finance and HR?
3. Explain the relevance of ethical principles in consumer protection and marketing. How can these principles be applied in modern businesses?

UNIT-II

4. What is the need for Indian Ethos in business? Explain how Brain Stilling and Intuition play a role in managerial decision-making?
5. Discuss the meaning of foundational human values like freedom and creativity. How do these values help managers make holistic decisions?

UNIT-III

6. Explain the concept of sustainability in CSR. Discuss how the triple bottom line approach integrates environmental and social responsibilities into business?
7. Describe the chronological evolution of CSR in India. How does Carroll's model help companies align with CSR standards?

UNIT-IV

8. Discuss the key features of the United Nations Global Compact 2011 and how it influences international CSR policies?
9. Discuss the relationship between CSR and the Sustainable Development Goals (SDGs).

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SECTION - B

UNIT - I

2. Describe the scope and purpose of ethics in business. Discuss its relevance in markets, finance and HR.
3. Explain the relevance of ethical principles in consumer protection and marketing. How can these principles be applied in modern businesses?

UNIT - II

4. Discuss how human values like freedom, creativity, love and wisdom contribute to decision-making.
5. Compare and contrast the intellectual-rational brain with the holistic-spiritual brain.

UNIT - III

6. Trace the history and evolution of CSR in India. Discuss Carroll's model of CSR and the major drivers of CSR initiatives.
7. Explain the relationship between CSR, Corporate Governance and sustainability. Discuss the environmental aspects of CSR in business.

UNIT - IV

8. Explain the role of the United Nations Global Compact 2011 and the UN Guiding Principles on business and human rights in shaping international CSR frameworks.
9. Discuss the relationship between CSR and the Sustainable Development Goals (SDGs).

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**BBA (Sem.-4)
BUSINESS ETHICS AND CORPORATE SOCIAL
RESPONSIBILITY**

Subject Code : BBASEC401-18

M.Code : 77427

Date of Examination : 31-05-2025

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Students have to attempt any ONE question from each Sub-section.

SECTION - A

1. Write a short note on :
 - a) Explain the nature of Business Ethics.
 - b) How are moral standards important in business?
 - c) Explain the concept of ethical decision-making in business.
 - d) Describe the role of human values in personal growth.
 - e) What is meant by "Total Quality Mind"?
 - f) Discuss the importance of intuition in managerial decision-making.
 - g) Define Corporate Social Responsibility (CSR)
 - h) What is the triple bottom line approach in CSR?
 - i) Explain the concept of Corporate Citizenship
 - j) What are the Millennium Development Goals (MDGs)?

12/05/2025