Program:	**M.Com Part I**	**Semester:**	**I**	**Program Code:**	**PGCOM01**
Course:	**Business Ethics**			**Course Code:**	**59141**
Duration:	**1 Hour**	**Examination Pattern:**	**NEP-Autonomous-External**	**Max. Marks:**	**25**

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.
4. CO (Course Outcome), KL (Knowledge Level).

Examination:

REGULAR

Q. 1		**Case Study Analysis**	**[05]**	**CO's**	**KL's**
		PureGlow Cosmetics, a popular skincare brand, promoted its products as "natural and eco-friendly." However, a recent environmental audit revealed that the company's factory was releasing untreated chemical waste into a nearby river, affecting local communities and aquatic life. When questioned, the management argued that installing an advanced waste-treatment system would be "too costly" and reduce profits. At the same time, PureGlow continued to advertise its CSR initiatives, such as donating beauty products to NGOs, to maintain a positive public image.		**CO1-CO2**	**L4**
	(a)	Identify the ethical issues involved in PureGlow's environmental practices and CSR approach.	**03**		
	(b)	Suggest two practical measures PureGlow can take to ensure environmental ethics and sustainable operations.	**02**		
Q. 2		**Answer the following.**	**[10]**	**CO's**	**KL's**
	(a)	Discuss the importance of developing a Code of Ethics in an organization and outline the key guidelines for formulating it.		**CO1**	**L2**
		OR			
	(b)	Examine the major approaches to Business Ethics Mill & Bentham's Utilitarianism Theory.		**CO1**	**L3**
Q. 3		**Answer the following. (Unit 2)**	**[10]**	**CO's**	**KL's**
	(a)	Evaluate the role of Indian corporates and NGOs in promoting CSR and sustainable development through relevant case studies.			**L4**
		OR			
	(b)	Discuss the key drivers of CSR and Corporate Philanthropy in India and how they contribute to ethical and sustainable business practices.			**L2**

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