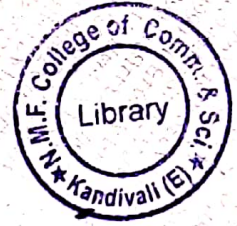


( 2 Hours)

Marks : 60



N.B. (1) All questions are compulsory

(2) Figures to the right indicate full marks

1.a) Explain the need and importance of Business ethics. 8

b) What is an ethics committee? State and explain their responsibilities. 7

OR

c) Explain any four approaches to business ethics. 8

d) Describe Gandhi's Doctrine of Satya and Ahimsa. 7

2.a) Explain the specific issues in marketing ethics. 7

b) Define Corporate Governance. Explain the factors influencing corporate Governance. 8

OR

c) What is an Audit Committee? State their responsibilities. 8

d) Explain the role of Board in Corporate Governance. 7

3. a) Explain the scope of Corporate Social Responsibility. 7

b) State and explain any four models of CSR practices in India. 8

OR

c) Discuss CSR practice in any four Indian Corporations..

d) What are the legal provisions and specifications on CSR in India?

4. A) State whether the following statements are true or false:

5

- i. Ethical practices enable a firm to improve its performance.
- ii. Ads in poor taste are ethical in nature.
- iii. The HR professionals must be involved in designing the CSR policy.
- iv. Environment sustainability reporting is mandatory in India.
- v. Planet refers to sustainable environmental practices.

B) Fill in the blanks with appropriate options:

5

- i. \_\_\_\_\_ theory of ethics is very old theory existing since the time of Aristotle.  
(Virtue, Justice, Teleological, Deontological)
- ii. Conflict of interest in allocating contracts and projects is an unethical practice in \_\_\_\_\_  
(marketing, advertising, management, finance and accounting)
- iii. \_\_\_\_\_ refers to go being of others published work.  
(Plagiarism, Duplication, Editing, Rewriting)
- iv. The aim of fair Labour Association is to improve \_\_\_\_\_ conditions in factories. ( working, welfare, women, child)
- v. \_\_\_\_\_ places emphasis on meeting the needs of present and future generations.  
(Sustainable Development, Education, Health, Environment)

C) Match the Pairs:

**Group A**

1. Sources of value
2. Infringement
3. Philanthropic
4. SA 8000
5. GRI

**Group B**

- a) Donation
- b) Auditable Social Certification
- c) International Reporting
- d) Unethical
- e) Genetic

OR

4. Write short notes (any three)

15

- a) CSR and Environmental Concerns
- b) AA 1000 series
- c) Major Codes on CSR
- d) CSR and Sustainable Development
- e) Ethical Issues in Financial Accounting