

Time: 2½ hrs.

Marks:75

- Note:
1. All questions are compulsory with internal options.
 2. Figures to the right indicate full marks.
 3. Draw neat diagram wherever necessary.

Q. 1 (A) Fill in the blanks with the correct answer from the alternatives given below. (Attempt any 8) (08)

- 1) Corporations are controlled and directed by which of the following?

(a) Organisational behaviour	(b) Corporate governance
(c) Business ethics	(d) Social responsibility.
- 2) The moral principles, standards of behaviour, or set of values that guide a person's actions in the workplace is called

(a) office place ethics	(b) factory place ethics
(c) behavioural ethics	(d) work place ethics
- 3) Which of the following factors encourage good ethics in the workplace?

(a) Transparency	(b) fair treatment to the employees of all levels
(c) both (a) and (b)	(d) none of these
- 4) The trading of a public company's stock or other securities like bonds or stock options by individual with possession of material, non-public information about the security is called-

(a) Insider trading	(b) Online trading
(c) Offline trading	(d) Direct trading
- 5) What is meant by the phrase CSR?

(a) Corporate Social Responsibility	(b) Company Social Responsibility
(c) Corporate Society Responsibility	(d) Company Society Responsibility
- 6) Who are organisational stakeholders?

(a) Government	(b) Customers
(c) Employees	(d) All of the above
- 7) _____ is a tool for corporate governance.

(a) Training	(b) Statement of purpose
(c) Communication	(d) Code of ethics
- 8) _____ are those individuals who raise ethical concerns or issues to others inside or outside the organisation.

(a) Entrepreneur	(b) Whistle blowers
(c) Social entrepreneur	(d) Social Impact Manager

9) What percentage of average net profits shall be spent on CSR as per provisions of the Companies Act 2013?

- (a) 3% (b) 2%
(c) 1.5% (d) 0.5%

10) Which of these is not an ethical issue in Marketing?

- (a) Unhealthy Competition (b) Surrogate Advertising
(c) Use of Children in Advertising (d) Brand Building

(B) State whether the following statements are true or false. (Attempt any 7) (07)

(1) Business ethics refers to principles and standards that determine acceptable conduct in business organizations.

(2) Ethics and social responsibility mean the same thing.

(3) All business decisions cannot be judged as right or wrong, ethical or unethical.

(4) Only for profit organizations have to worry about ethics scandals and social responsibility issues.

(5) Fairness and honesty are at the heart of business ethics and relate to the general values of decision makers.

(6) Professional codes of ethics are formalized rules and standards that describe what the company expects of its employees.

(7) A major social responsibility for business is providing equal opportunities for all employees

(8) Conflicts of interest are payments, gifts, or special favours intended to influence the outcome of a decision.

(9) Employees spending their working hours on social networking or shopping sites is not considered as an area of misconduct observed in the workplace.

(10) Since all ethical standards are universally accepted, they do not depend on the culture in which a business operates.

Q.2 (a) What is meant by ethics? Discuss the features of ethics. (8)
(b) Discuss the importance of ethics. (7)

OR

Q.2 (a) What are the features of business ethics? (8)
(b) Discuss the importance of business ethics. (7)

Q.3 (a) State and discuss the objectives and functions of SEBI. (8)
(b) What are the types of unethical advertising? (7)

OR

Q.3 (a) Discuss the principles of ethical marketing. (8)
(b) Why ethics are important in advertising? (7)

Q.4 (a) Discuss the various issues of corporate governance. (8)
(b) Discuss the various models of corporate governance. (7)

OR

Q.4 (a) What is CSR? Explain the types of CSR. (8)
(b) Discuss the CSR principles and strategies. (7)

- Q.5 (a) Discuss the importance of workplace ethics. (8)
(b) What are the emerging trends in corporate governance? (7)
OR
Q.5 Write short notes on (Attempt any 3) (15)
(1) Ethics and profit
(2) ASCI
(3) Insider trading
(4) TATA Group CSR
(5) 3 Cs of ethics

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