

Time: 2½ hrs.

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

- Q1 (A) Fill in the blanks with the correct answer from the alternatives given below. (Attempt any 8) (08)**
- (1)** _____ is a very important tool to measure the performance of any company in view of social responsibility.
- (a) Social accounting (b) Financial accounting
(c) Cost accounting (d) Management accounting
- (2)** Ethics is a _____.
- (a) Pure science (b) Normative science
(c) Inexact science (d) None of these
- (3)** _____ have a responsibility in ensuring that corporations act according to the rules and norms of society.
- (a) Governments (b) Public
(c) Customers (d) Creditors
- (4)** According to _____ ethical and moral principles are run by examining a certain action, which has to avoid harm.
- (a) Buddhism (b) Jainism
(c) Sikhism (d) Christianity
- (5)** _____ ethics aims at drafting a policy on corporate social responsibility.
- (a) Business (b) Meta
(c) Professional (d) Applied
- (6)** What type of ethical issues does a green company resolve?
- (a) Environmental (b) Financial
(c) Social (d) Political
- (7)** Documents that consists of all ethical standards that employer expects from employees is classified as _____.
- (a) Ethics training (b) Code of conduct
(c) Financing decision (d) law
- (8)** The tobacco industry faced an ethical dilemma with respect to _____ when the government considering banning.
- (a) Price (b) Place
(c) Product (d) Promotion

- (9) Due to fraudulent reporting the share price of a company's stock may ____ .
 (a) Fall down (b) Increase
 (c) Remain same (d) Equate to zero
- (10) ____ means getting things done forcefully from employees.
 (a) Discrimination (b) Exploitation
 (c) Harassment (d) None of the above

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

- (1) Culture serves as a sense making and control mechanism that guides and shapes the attitude and behaviour of people.
- (2) According to common good approach we follow the ethics for welfare of everyone in the society.
- (3) Organisation culture and business culture and industry practices does not affect ethical conduct.
- (4) Under weblining high-value consumers would probably pay the most for the least.
- (5) A finance manager who is aware that his company may be breaking the law may be held legally responsible for a crime.
- (6) Risk avoiding means taking safe positions even when wrong.
- (7) Managers cannot influence employee's ethical actions due to their positional authority.
- (8) Good corporate governance results in higher financing costs.
- (9) Good governance is a source of competitive advantage and critical to economic and social progress.
- (10) CSR is the continuing commitment by business to behave ethically.

- Q.2 Explain the myths about business ethics. (15)
 OR
- Q.2 Discuss the meaning and importance of business ethics. (15)
- Q.3 Discuss the ethical issues in marketing mix. (15)
 OR
- Q.3 What do you understand by workplace ethics? (15)
- Q.4 Throw light upon the principles and strategies of CSR (15)
 OR
- Q.4 Discuss the aspects of CSR (15)
- Q.5 Explain the meaning and principles of corporate governance. (15)
 OR
- Q.5 Write short notes on (Attempt any 3) (15)
- (1) Measures to ensure ethics at workplace
 - (2) Personal ethics
 - (3) Code of conduct
 - (4) Business culture of India
 - (5) Benefits of CSR