

Q.4	i.	Explain how morality, ethics, and business values concepts influence decision-making within organizations.	3	2	5	2
	ii.	Evaluate the implications of moral issues in the functional areas of finance, human resources (HR), and marketing.	7	5	5	3
OR	iii.	Analyze the different types of values—societal, aesthetic, organizational, and spiritual values shaping individual behavior and organizational culture	7	4	5	3
Q.5	i.	Differentiate between Corporate Social Responsibility (CSR) and Corporate Sustainability.	4	4	8	4
	ii.	Outline the Corporate Social Responsibility (CSR) provisions in the Companies Act 2013 in India.	6	2	8	4
OR	iii.	Analyze the role of the CSR Committee in organizations, with a focus on various CSR models and codes of conduct.	6	4	8	4
Q.6		Attempt any two:				
	i.	How can Corporate Social Responsibility (CSR) initiatives contribute to creating work-committed cultures within organizations?	5	2	8	5
	ii.	Evaluate the ethical challenges associated with insider trading and trade secrets in business.	5	5	8	5
	iii.	Analyze the role of equal employment opportunity and affirmative action in creating a fair workplace.	5	4	8	5

Total No. of Questions: 6

Total No. of Printed Pages:4

Enrollment No.....



Faculty of Management Studies
End Sem Examination Dec 2024

MS3CO41

Business Ethics & Corporate Social Responsibility

Programme: BBA

Branch/Specialisation: Business Analytics

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d. Assume suitable data if necessary. Notations and symbols have their usual meaning.

			Marks	BL	PO	CO	PSO
Q.1	i.	The theory that suggests actions are good or bad depending on their consequences is known as:	1	2	5	1	
		(a) Deontology (b) Hedonism					
		(c) Utilitarianism (d) Kantia Ethics					
	ii.	Which of the following is an example of a normative ethical theory?	1	2	8	3	
		(a) Virtue ethics					
		(b) Stakeholder theory					
		(c) Corporate social responsibility					
		(d) Descriptive ethics					
	iii.	When a firm charges different prices to different group of customers, it may be accused of:	1	2	5	2	
		(a) Cultural relativism					
		(b) Money laundering					
		(c) Facilitating payments					
		(d) Price discrimination					
	iv.	Ethical issues that can effect an Engineer's professional and personal life are termed as:	1	1	5	2	
		(a) Macro-ethics					
		(b) Micro ethics					
		(c) Morals					
		(d) Rights					

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- v. Incorporating spiritual values and the concept of Karma in business ethics can lead to: **1** 2 5 2
- (a) Increased employee satisfaction and trust as actions align with fairness and responsibility.
- (b) Higher immediate profits, regardless of ethical considerations.
- (c) A competitive mindset where profit supersedes all other factors.
- (d) An organizational focus that disregards any form of accountability.
- vi. A marketing department committed to business ethics should: **1** 2 5 2
- (a) Use data to influence customers in ways that only benefit the company's interests.
- (b) Communicate product details clearly, without misleading or exaggerated claims.
- (c) Focus solely on profit-driven promotions.
- (d) Prioritize advertisements with the most appeal, even if they involve deceptive tactics.
- vii. Which of the following themes are not typically included in CSR activities as specified under the Companies Act 2013? **1** 2 8 4
- (a) Promoting gender equality
- (b) Reducing child mortality and improving maternal health
- (c) Developing sports infrastructure for corporate use
- (d) Ensuring environmental sustainability
- viii. Which of the following was a primary driver behind the implementation of mandatory CSR in India under the Companies Act, 2013? **1** 2 8 4
- (a) To ensure companies contribute to societal welfare and sustainable development
- (b) To increase government revenue through CSR taxes
- (c) To reduce competition in the private sector
- (d) To encourage companies to limit their involvement in social issues

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- ix. How does good corporate governance underpin effective CSR activities? **1** 2 8 5
- (a) By providing a framework of transparency and accountability
- (b) By ensuring short term profit maximization over social goals
- (c) By primarily focusing on internal company policies alone
- (d) By avoiding regulatory compliance
- x. A whistle blower is an employee who- **1** 1 8 5
- (a) Exposes organizational wrongdoing.
- (b) Complains a lot to company management.
- (c) Engages in unethical behavior.
- (d) Refers disputes with other employees.
- Q.2 i. Explain the relevance of ethics and values in business with examples. **3** 2 8 2
- ii. Discuss the role of business ethics in the Indian context, highlighting key cultural, social, and economic factors that influence ethical business practices. **7** 2 8 2
- OR iii. Define and differentiate between normative and descriptive ethical theories. Discuss their significance in understanding business ethics, providing examples of each type. **7** 2 8 3
- Q.3 i. Explain the ethos of Vedanta philosophy and discuss how its principles can be applied in modern management practices. **4** 2 5 3
- ii. Examine the relationship between the management process and ethics and discuss how professional ethics are influenced by religious beliefs. **6** 4 5 3
- OR iii. Analyze the role of various agencies in ensuring ethics in business and in setting standards of ethical behavior and contributing to business practices. **6** 4 5 3

Marking Scheme**MS3CO41 (T)- Business Ethics and Corporate Social Responsibility**

Q.1	i)	c) Utilitarianism		1
	ii)	a) Virtue Ethics		1
	iii)	d) Price discrimination		1
	iv)	b) Micro ethics		1
	v)	a) Increased employee satisfaction and trust as actions align with fairness and responsibility		1
	vi)	b) Communicate product details clearly, without misleading or exaggerated claims.		1
	vii)	c) Developing sports infrastructure for corporate use		1
	viii)	a) To ensure companies contribute to societal welfare and sustainable development.		1
	ix)	a) By providing a framework of transparency and accountability		1
	x)	a) Exposes organizational wrongdoing		1
Q.2	i.	Relevance of ethics and values in business.	(2 Marks)	3
		Examples	(1 Mark)	
	ii.	Introduction to Business Ethics in India	(1 Mark)	7
		Cultural Influence on Business Ethics	(2 Marks)	
		Social Factors Influencing Business Ethics	(2 Marks)	
		Economic Factors Affecting Business Ethics	(2 Marks)	
OR	iii.	Definition of Normative Ethical Theories	(1 Mark)	7
		Definition of Descriptive Ethical Theories	(1 Mark)	
		Key Differences Between Normative and Descriptive Ethics	(2 Marks)	
		Significance of Normative and Descriptive Ethics in Business	(2 Marks)	
		Examples	(1 Mark)	
Q.3	i.	Core Principles of Vedanta	(2 marks)	4
		Application in Modern Management Practices	(2 marks)	

	ii.	Relationship between management process and ethics	(3 marks)	6
		Influence of religious beliefs on professional ethics	(3 marks)	
OR	iii.	Identification of Key Agencies	(2 marks)	6
		Role of Agencies in Ensuring Ethics in Business	(2 marks)	
		Contribution to Business Practices	(2 marks)	
Q.4	i.	Explanation of Morality, Ethics, and Business Values	(2 marks)	3
		Influence on Decision-Making	(1 mark)	
	ii.	Introduction to Moral Issues in Business Functions	(1 mark)	7
		Implications of Moral Issues in Finance	(2 marks)	
		Implications of Moral Issues in Human Resources	(2 marks)	
		Implications of Moral Issues in Marketing	(2 marks)	
OR	iii.	Introduction to Types of Values	(1 mark)	7
		Analysis of Societal Values	(1.5 marks)	
		Analysis of Aesthetic Values	(1.5 marks)	
		Analysis of Organizational Values	(1.5 marks)	
		Analysis of Spiritual Values	(1.5 marks)	
Q.5	i.	Differentiate between Corporate Social Responsibility (CSR) and Corporate Sustainability.		4
	ii.	Introduction to CSR in the Companies Act 2013	(2 marks)	6
		Formation of a CSR Committee	(2 marks)	
		CSR Policy and Activity Areas	(2 marks)	
OR	iii.	Analysis of CSR Committee's Role in Different CSR Models	(3 marks)	6
		CSR Committee's Role in Enforcing Codes of Conduct and Ethical Standards	(3 marks)	
Q.6	i.	Introduction to CSR and Work-Committed Cultures	(2 marks)	5
		Alignment of CSR Initiatives with Organizational Values	(3 marks)	
	ii.	Ethical Challenges of Insider Trading	(1.5 marks)	5
		Ethical Challenges of Trade Secrets	(1.5 marks)	
		Consequences of Ethical Violations in business	(2 marks)	
	iii.	Role of EEO in Ensuring Fairness	(1.5 marks)	5
		Role of Affirmative Action in Enhancing Diversity	(1.5 marks)	
		Impact on Workplace Culture and Employee Morale	(2 marks)	

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