

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.....**

Knowledge is Power

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) Kantian 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 affect 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	ix. How does good corporate governance underpin effective CSR activities?	1 2 8 5
(a) Increased employee satisfaction and trust as actions align with fairness and responsibility.		(a) By providing a framework of transparency and accountability	
(b) Higher immediate profits, regardless of ethical considerations.		(b) By ensuring short term profit maximization over social goals	
(c) A competitive mindset where profit supersedes all other factors.		(c) By primarily focusing on internal company policies alone	
(d) An organizational focus that disregards any form of accountability.		(d) By avoiding regulatory compliance	
vi. A marketing department committed to business ethics should:	1 2 5 2	x. A whistle blower is an employee who-	1 1 8 5
(a) Use data to influence customers in ways that only benefit the company's interests.		(a) Exposes organizational wrongdoing.	
(b) Communicate product details clearly, without misleading or exaggerated claims.		(b) Complains a lot to company management.	
(c) Focus solely on profit-driven promotions.		(c) Engages in unethical behavior.	
(d) Prioritize advertisements with the most appeal, even if they involve deceptive tactics.		(d) Refers disputes with other employees.	
vii. Which of the following themes are not typically included in CSR activities as specified under the Companies Act 2013?	1 2 8 4	Q.2 i. Explain the relevance of ethics and values in business with examples.	3 2 8 2
(a) Promoting gender equality		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
(b) Reducing child mortality and improving maternal health		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
(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	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
(a) To ensure companies contribute to societal welfare and sustainable development		ii. Examine the relationship between the management process and ethics and discuss how professional ethics are influenced by religious beliefs.	6 4 5 3
(b) To increase government revenue through CSR taxes		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
(c) To reduce competition in the private sector			
(d) To encourage companies to limit their involvement in social issues			

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Marking Scheme

MS3CO41 (T)- Business Ethics and Corporate Social Responsibility

Q.1	i) c) Utilitarianism	1	OR	ii. Relationship between management process and ethics	(3 marks)	6
	ii) a) Virtue Ethics	1		iii. Influence of religious beliefs on professional ethics	(3 marks)	
	iii) d) Price discrimination	1		Identification of Key Agencies	(2 marks)	6
	iv) b) Micro ethics	1		Role of Agencies in Ensuring Ethics in Business	(2 marks)	
	v) a) Increased employee satisfaction and trust as actions align with fairness and responsibility	1		Contribution to Business Practices	(2 marks)	
	vi) b) Communicate product details clearly, without misleading or exaggerated claims.	1		Q.4 i. Explanation of Morality, Ethics, and Business Values	(2 marks)	3
	vii) c) Developing sports infrastructure for corporate use	1		Influence on Decision-Making	(1 mark)	
	viii) a) To ensure companies contribute to societal welfare and sustainable development.	1		ii. Introduction to Moral Issues in Business Functions	(1 mark)	7
	ix) a) By providing a framework of transparency and accountability	1		Implications of Moral Issues in Finance	(2 marks)	
	x) a) Exposes organizational wrongdoing	1		Implications of Moral Issues in Human Resources	(2 marks)	
Q.2	i. Relevance of ethics and values in business.	(2 Marks)	3	Implications of Moral Issues in Marketing	(2 marks)	
	Examples	(1 Mark)		OR iii. Introduction to Types of Values	(1 mark)	7
	ii. Introduction to Business Ethics in India	(1 Mark)	7	Analysis of Societal Values	(1.5 marks)	
	Cultural Influence on Business Ethics	(2 Marks)		Analysis of Aesthetic Values	(1.5 marks)	
	Social Factors Influencing Business Ethics	(2 Marks)		Analysis of Organizational Values	(1.5 marks)	
OR	Economic Factors Affecting Business Ethics	(2 Marks)		Analysis of Spiritual Values	(1.5 marks)	
	iii. Definition of Normative Ethical Theories	(1 Mark)	7	Q.5 i. Differentiate between Corporate Social Responsibility (CSR) and Corporate Sustainability.	(4 marks)	4
	Definition of Descriptive Ethical Theories	(1 Mark)		ii. Introduction to CSR in the Companies Act 2013	(2 marks)	6
	Key Differences Between Normative and Descriptive Ethics	(2 Marks)		Formation of a CSR Committee	(2 marks)	
	Significance of Normative and Descriptive Ethics in Business	(2 Marks)		CSR Policy and Activity Areas	(2 marks)	
Q.3	Examples	(1 Mark)		OR iii. Analysis of CSR Committee's Role in Different CSR Models	(3 marks)	6
	i. Core Principles of Vedanta	(2 marks)	4	CSR Committee's Role in Enforcing Codes of Conduct and Ethical Standards	(3 marks)	
	Application in Modern Management Practices	(2 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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