

BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END SEMESTER EXAMINATION)

MBA/45011/22

CLASS: MBA/PRE.PHD
BRANCH: MANAGEMENT

SEMESTER : II/NA
SESSION : SP/2023

SUBJECT: MT423 BUSINESS ETHICS & SUSTAINABILITY

TIME: 3 Hours

FULL MARKS: 50

INSTRUCTIONS:

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Before attempting the question paper, be sure that you have got the correct question paper.
 5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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|--------|--|------|-----------|---------|
| Q.1(a) | Discuss the Purpose of Business Ethics and also describe the key ethical concerns and critical challenges that businesses confront today. Give an appropriate example. | [5] | CO
CO1 | BL
1 |
| Q.1(b) | Ethics are concern with dealing with moral ethical judgement regarding voluntary human conduct and Ethical Principles for Business. Explain? | [5] | CO1&2 | 2 |
| Q.2(a) | Justice is concerned with the equitable distribution of benefits and burdens to individuals in social institutions. Do you agree with this statement.? Explain. | [5] | CO2&3 | 2 |
| Q.2(b) | Write Short notes on.
(i) False Advertisement
(ii) Quality of Work life Balance | [5] | CO2&3 | 1 |
| Q.3 | Explain the concept of corporate governance. Why has it gained so much attention in today's corporate world? | [10] | CO3 | 1 |
| Q.4(a) | Explain Social Responsibility of Business. Give reasons why present-day business managers towards attach importance to Roles and Social responsibility of an individual. | [5] | CO3&4 | 2 |
| Q.4(b) | Examine the Corporate Social Responsibility model method and its effectiveness in today's reality. | [5] | CO4 | 3 |
| Q.5 | Corporate sustainability involves Strategic efforts to meet the needs of today's customers, suppliers, shareholders, employees, and other stakeholders in a manner that protects the environment and provides for the longevity of resources needed for future generations. Explain? | [10] | CO5 | 3 |

::::::02/05/2023::::::E