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Total Number of Pages : 01

MAM
IMB702

7th Semester Back Examination 2019-20

BUSINESS ETHICS AND CSR

BRANCH : MAM

Time : 3 Hours

Max Marks : 70

Q.CODE : HB182

Answer Question No.1 which is compulsory and any FIVE from the rest.
The figures in the right hand margin indicate marks.

- Q1** **Answer the following questions :** **(2 x 10)**
- a) What are the objectives of ethics?
 - b) What is the difference between Teleo-logical and Deonto-logical theory?
 - c) What does the fact-value problem suggest?
 - d) What are the factors affecting values?
 - e) What do you mean by Ethical codes?
 - f) What is meant by virtue ethics?
 - g) How churning is defined?
 - h) What is the difference between social responsibility and social responsiveness?
 - i) What is the basic moral behind CSR activities?
 - j) Identify four groups to which business has responsibility.
- Q2** Point out the nature of Business ethics. Explain how business ethics is considered as a management discipline? **(10)**
- Q3** How does Aristotle define virtue? What is the difference between moral and intellectual virtue? What role do pleasure and pain play in testing virtue? **(10)**
- Q4** Explain how do you develop a code of conduct? Discuss the major topics covered under code of conduct. **(10)**
- Q5** Ethics in Human resource management provide skilled and competent work force to companies and helps in employees' retention. Discuss the statement **(10)**
- Q6** Do competitive pressures conflict with ethical considerations in marketing? Discuss. **(10)**
- Q7** How effective Social audit is, as a management tool, to measure social responsiveness? Explain. **(10)**
- Q8** What do you mean by ethical responsibilities and discriminatory responsibilities? How does the CSR bring the corporate behavior to a level? **(10)**