Registration No :

Total Number of Pages : 01

MBA
MGT402

4th Semester Back Examination 2018-19
ETHICS AND CSR
BRANCH : MBA
Time : 3 Hours
Max Marks : 70
Q.CODE : F185
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 do Ethics define?
   b)   What is the difference between Teleological and Deontological theory?
   c)   What do you mean by Ethical codes?
   d)   What does "Utilitarianism" focus on?
   e)   What are the factors affecting values?
   f)   What does the fact-value problem suggest?
   g)   What is the difference between social responsibility and social responsiveness?
   h)   What is the basic moral behind CSR activities?
   i)   Identify four groups to which business has responsibility.
   j)   Why business organizations are considered social organizations?

Q2   **a)**   How an organization can achieve corporate excellence through business ethics?   **(5)**
   b)   Explain the factors influencing business ethics.   **(5)**

Q3   **a)**   How business ethics is considered as a management discipline?   **(5)**
   b)   How do Aristotle define virtue? What role do pleasure and pain play in testing virtue?   **(5)**

Q4   **a)**   Explain how do you develop a code of conduct?   **(5)**
   b)   Differentiate between intellectual and moral values.   **(5)**

Q5   **a)**   "Ethical decisions do not have universal acceptance". Do you agree? Comment.   **(5)**
   b)   Do competitive pressures conflict with ethical considerations in marketing? Discuss.   **(5)**

Q6   "Ethics in Human resource management provides skilled and competitive workforce to companies and help in employees' retention". Discuss the statement.   **(10)**

Q7   What is the business case for CSR? Is it the same in developed economies as in emerging markets? Explain with illustrations.   **(10)**

Q8   **Write short answer on any TWO :**   **(5 x 2)**
   a)   Role and responsibilities of stakeholders towards business in CSR
   b)   Type of utilitarianism
   c)   Triple bottom line