

Time 2 Hours

Total Marks: 60

- N.B. 1) All Questions are compulsory.
2) Figures to the right indicate full marks.

- Q. 1 a) Explain the importance of Business Ethics. (8)
b) What is an Ethics? Describe their sources. (7)
- OR
- c) Explain any four approaches to Business Ethics. (8)
d) Describe the relevance and importance of trusteeship principle in modern business. (7)
- Q. 2 a) Explain importance of ethics in Information Technology. (8)
b) Explain features of Corporate Governance (7)
- OR
- c) What is an Audit committee? Discuss the role of an Audit committee. (8)
d) Explain the elements of good Corporate Governance (7)
- Q. 3 a) Explain the features of Corporate Social Responsibility. (8)
b) Explain the concept of Corporate Philanthropy and its types. (7)
- OR
- c) Explain the driving forces that influence the growth of CSR in India. (8)
d) Describe the role of NGO's in CSR activities. (7)
- Q. 4 A) State whether the following statements are True or False: (5)
- i. Environment sustainability reporting is mandatory in India.
 - ii. Theory of relativism holds that there is no absolute truth.
 - iii. Ads in poor taste are unethical in nature.
 - iv. CSR brings social change in the society.
 - v. The FICCI-CSR Awards is an initiative of NGOBOX.

B) Fill in the blanks with appropriate option: (5)

- i. Triple Bottom Line consist of three main-elements – People, Planet, _____
(Place, Production, Profit, Promotion)
- ii. Fair Labour Association is concerned with _____ industry.
(Automobile, Garment, FMCG, Safety)
- iii. _____ theory holds that ends or consequences of an act determine whether the act is good or bad.
(Deontological, Teleological, Utilitarian, Justice)
- iv. Forest is a _____ resource.
(Renewable, non-renewable, scare, inadequate)
- v. _____ is a bundle of rights given by the law to the creators of musical and artistic work.
(Copyrights, Trade Mark, GIS, Patent)

C) Match the following: (5)

Group A	Group B
1 Sources of Values	a) Right Channel of Distribution
2 Place Ethics	b) 10 Principles for Social Responsibility
3 Sources of Ethics	c) Eco-friendly Material
4 Packaging Ethics	d) Religion
5 UN Global Compact	e) Genetics

OR

Q. 4 Write short notes (any three): (15)

- a) Global Reporting Initiative (GRI)
- b) SA8000
- c) Clean Clothes Campaign (CCC)
- d) Ethics in Marketing
- e) Features of Values
