

BBA 1st Semester (Hons.) Examination, 2020-21
BACHELOR OF BUSINESS ADMINISTRATION

Course ID: 13214

Course Code: BBA-GE-01

Course Title: Ethics and corporate social responsibility

Full Marks: 80

Time: 3 Hours

The figures in the right hand margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

Illustrate the answers wherever necessary.

Group – A

1. Answer all the questions.

1 X 10 = 10

- i. The ethical dilemma of choosing between two rights refers to
 - a) choosing between the lesser of two evils
 - b) deciding which of two employee rights is the most important
 - c) deciding to offer a bribe or lose out on an important opportunity
 - d) choosing between the two types of sexual harassment

- ii. Which of the following does not contribute to the development of a manager's standard of ethics?
 - a) competitor behaviors
 - b) society's norms and values
 - c) individual life experiences
 - d) environmental situations

- iii. Milton Friedman stated his belief that 'there is only one social responsibility' for a company to use its resources to
 - a) give as much to charitable causes as possible
 - b) ensure employment
 - c) provide good facilities for workers
 - d) increase profits so long as it stays within the rules of the game

- iv. Which statement is true?
 - a) Human values system plays a vital role in total quality management
 - b) Values give the real meaning to total quality management effort
 - c) Total quality management is a corporate management strategy
 - d) All of the above

- v. To maximize profit is
 - a) Classical view of CSR
 - b) Contemporary view of CSR
 - c) Modern view of CSR
 - d) None of the above

- vi. Which of these is the factor that affects ethical and unethical behavior?
 - a) Diversity
 - b) Ethical dilemma

- c) Teamwork
 - d) Open communication
- vii. The Primary stakeholders are –
- a) Customers
 - b) Top Managers
 - c) Shareholders
 - d) Creditors
- viii. The internal audit function is least effective when the department is
- a) non-independent
 - b) competent
 - c) objective
 - d) exhibits integrity
- ix. Ethics is
- a) Normative science
 - b) Pure Science
 - c) Inexact Science
 - d) None of the above
- x. _____ represent an individual's highest priorities and deeply held driving forces.
- a) Values
 - b) Principles
 - c) Culture
 - d) Ethics

Group – B

2. Answer any TEN questions of the following.

2 X 10 = 20

- i. Define ethics.
- ii. Define Business ethics.
- iii. What do you mean by “duty of loyalty”?
- iv. What are the Indian ethical traditions?
- v. State two features of CSR.
- vi. What do you mean by ethical dilemma?
- vii. Define independent auditor.
- viii. What do you mean by ethical problems of business?
- ix. What is “whistle blowing”?
- x. What do you mean by “insider trading”?
- xi. Define values.
- xii. Define internal auditor.
- xiii. State two unethical marketing practices.
- xiv. What do you mean by personal values?
- xv. State two duties of an auditor.

Group – C

3. Answer any FOUR from the following questions.

5 X 4 = 20

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| i. | What is Psychological Egoism? Discuss the criticism of the theory of Psychological Egoism. | 2 + 3 |
| | Differentiate between Personal Ethics and Business Ethics. | 5 |
| ii. | Discuss the Corporate Social Responsibility to the employees of a business. | 5 |
| iii. | Explain how Corporate Governance brings benefits to the society. | 5 |
| iv. | Discuss the responsibilities of an auditor. | 5 |
| v. | Distinguish between values and ethics. | 5 |

Group – D

4. Answer any THREE from the following questions.

10 X 3 = 30

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| i. | Justify the need and relevance of Corporate Governance to developing countries with particular reference to India. | 10 |
| ii. | Define Code of Ethics. How does the Ethical Codes help a business to prosper? | 2 + 8 |
| iii. | Discuss the evolution of corporate social responsibility in India. | 10 |
| iv. | What do you mean by Audit? How internal audit is important to good corporate governance – discuss. | 2 + 8 |
| v. | What do you mean by utilitarianism – discuss. | 10 |
| vi. | Critically discuss the Social Contract theory of Business ethics. | 10 |
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