

[Dec-16]

[MPDBA-105A/MPDHR-105A]
MBA(GEN & HRM) DEGREE EXAMINATION

I SEMESTER

BUSINESS ETHICS AND CORPORATE SOCIAL
RESPONSIBILITY

(Effective from the admitted batch 2015-16)

Time: 3 Hours

Max.Marks: 70

Instructions: All parts of the unit must be answered in one place only.
Figures in the right hand margin indicate marks allotted.

SECTION-A

1. Answer any **Five** of the following: (5x4=20)
- a) What are the levels of moral understanding?
 - b) What do you mean by cross – cultural contradictions?
 - c) What are the principles of Rawls proposition?
 - d) State the differences between mergers and acquisitions
 - e) What are the important rights of a shareholder?
 - f) What is HSE?
 - g) Explain about deceptive advertising
 - h) What do you understand by the pyramid of CSR?

SECTION-B

Answer all questions (5x10=50)

2. a) How can you assess the impact of external environment on ethics in business?
- OR**
- b) Enumerate the moral theories which are applicable to business entities
3. a) Discuss in detail about the mechanisms of corporate governance in the modern context
- OR**
- b) Critically examine the role of financial professionals and market intermediaries in the investment decision-making process

4. a) Explain the significance of employee welfare in strengthening employee – employer relations in an organization

OR

- b) Describe the ethical issues at work place

5. a) Explain the role of Consumer Dispute Redressal Forums in Consumer Protection

OR

- b) Comment on the ethical issues relating to marketing

6. a) What are the important initiatives included in ILO, UNCTC and OECD codes?

OR

- b) Sketch out the policy framework on CSR in India

[26,27/1 Y-I S/216]