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Total No. of Pages: 02

Total No. of Questions: 09

BBA (SIM) (Sem. – 4)

**BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY**

Subject Code: BBASM-SEC401-18

M Code: 77434

Date of Examination : 24-12-2022

Time: 3 Hrs.

Max. Marks: 60

**INSTRUCTIONS TO CANDIDATES:**

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying TEN marks and student has to attempt ONE question from each Subsection.

**SECTION-A**

1. Answer briefly:
  - a) Ethical principles in business
  - b) Consumer production and finance
  - c) Carroll's model of CSR
  - d) Corporate Governance
  - e) Business ethics
  - f) Intellectual rational brain
  - g) Millennium development goals
  - h) Sustainable business
  - i) Brain Stilling
  - j) Holistic spiritual brain

## **SECTION-B**

### **UNIT I**

2. Define Business ethics, nature scope and its purpose.
3. Explain professional ethics human values and the different meaning of human values?

### **UNIT II**

4. Define CSR. Discuss its history and evolution.
5. Define corporate governance and also explain its relation with CSR.

### **UNIT III**

6. State UN guiding principles on business and human rights.
7. Explain the importance of ethics and moral standards and how they are related to decision making.

### **UNIT IV**

8. Discuss the concept of charity, corporate philanthropy and corporate citizen in CSR.
9. Explain Models, Drivers and major codes of CSR.

**NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.**