

VCD/28032023/SYBMS(Reg)/SEM-IV/FC-IV/75 Marks/2.5 hrs

Note: 1) All questions are compulsory.

2) Figures to the right indicate full marks.

Q1. (A) Fill in the Blanks. (Any 8)

(8)

- 1)-----is a watchdog of stock exchanges in India. (RBI, SEBI, SCI).
- 2)The Ministry of -----regulates the functioning of corporate sector in India. (Finance, Corporate Affairs, Commerce).
- 3)-----deals in in-depth study of concept of ethics. (Meta ethics, normative ethics, Bio Ethics).
- 4) Companies that fulfill criteria of CSR has to spend-----of total net Profit in CSR activities in India. (5%, 2%, 9%).
- 5)-----is an important component of German Model of Corporate Governance. (Trade Union, SEBI, Bank).
- 6)-----is important component in Anglo American model of Corporate Governance. (Trade Union, Bank, Shareholders).
- 7)-----means showing better financial position than the company has. (Auditing, Window Dressing, Commerce).
- 8)Unfair treatment of people in workplace is unethical practices followed in field of -----
-- (Finance, marketing, HR).
- 9)Managing, administrating or governing a company is called as -----, (Corporate Governance, Ethics, Conduct).
- 10)Set of dos & don'ts along with following rules & regulations of the organization is called as --
----- (Business Ethics, Professional Ethics, Recognition Ethics).

(B) True or False (any 7)

(7)

- 1)Business Ethics is about applying basic principles of ethics in realm of business where profit is key consideration.
- 2)In three Cs of Business Ethics one of the C is Contribution.
- 3)Objectives of SEBI is to regulate activities of Stock Exchanges.
- 4)Food Adulteration is example of unethical marketing practices done by companies of India.
- 5)Process of selling goods/services based on environmental benefits is called as Green Marketing.
- 6)Using Child labor is example of unethical practices followed in HR.
- 7)Carroll's Pyramid of responsibility explains Commerce.

- 8) There are 10 core principles followed by TATA's CSR rating.
- 9) Professional Ethics is related to code of conduct followed by professionals.
- 10) Ethics is same as religion.

Q2. (A) Briefly explain importance of business ethics. (8)

(B) Briefly explain features of Business Ethics. (7)

Or

(C) What are the ways to promote ethical Conduct in organization. (8)

(D) Briefly explain Protective functions of SEBI in India. (7)

Q3. (A) Briefly explain ethical issues in Marketing Mix in India. (8)

(B) Briefly explain types of unethical Advertising in India. (7)

Or

(C) Briefly explain types of White-Collar Crime in India. (8)

(D) Briefly explain employee code of conduct. (7)

Q4. (A) Briefly explain German model of Corporate Governance. (8)

(B) Explain features of Corporate Governance. (7)

Or

(C) Explain Insider Trading. (8)

(D) Explain Whistle Blowers in India. (7)

Q5. Short Notes (Any 3) (15)

- a) Any three principles of CSR
- b) Society's changing expectation from Business
- c) Any three Ethical issues in International Business
- d) Challenges of CSR
- e) Social accounting

Or

Q5 What are future trends that one can expect to see in sphere of CSR? (15)