

15/05/17

Mcom Chem-I
Business Ethics

Q.P. Code : 804400

(2 Hours)

[Total Marks 60]

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

1. a) Briefly explain the characteristics of Business Ethics.
b) What are the guidelines to develop a code of ethics for business firms? 15

OR

- c) Explain Immanuel Kant's Deontological theory of ethics.
d) Bring out the relevance of trusteeship principles in modern business.
2. a) Explain ethical practices in human resource management.
b) Discuss in brief the evolution of Corporate Governance in India. 15

OR

- c) Discuss SEBI guidelines with reference to clause 49 of listing agreement.
d) Explain the elements of good Corporate Governance.
3. a) Define Corporate Social Responsibility. Explain its features.
b) Explain Corporate Philanthropy theory in detail. 15

OR

- c) What are the legal provisions & specifications on CSR in India?
d) Describe the role of International Agencies in CSR implementation.
4. a) State whether the following statements are true or false :- 05
i) Synergy is working together.
ii) Companies can work completely ethically.
iii) Ethics in the area of trademark & patents can be violated.
iv) In trade, competitors are enemies & not challengers.
v) Renewable energy results in greater carbon emissions.

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4. b) Fill in the blanks with appropriate options :-

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- i) _____ refer to the branch of philosophy dealing with what is right or wrong.
(Ethos, Ethics, Values, None of these)
- ii) The _____ Award is an initiative of NGOBOX.
(CSR Impact, Global CSR, FICCI-CSR, Golden Peacock)
- iii) _____ is a set of rules & norms for interacting with other on the internet.
(Netiquettes, Nanotech, Plagiarism, Code)
- iv) The 'Triple Bottom Line' helps in achieving a balance among people, project and _____.
(Planet, Product, Place, Price)
- v) _____ ethics is the study of the ethical issues arising out of the case & development of electronic technologies.
(IT, Marketing, HRM, Sales)

c) Match the following :-

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Group A

- a) Code of ethics
- b) Place ethics
- c) CSR towards employees
- d) Golden Peacock Award
- e) ISO 14000

Group B

- i) Right channel of distribution
- ii) Guiding principles
- iii) Benchmark of Corporate Excellence
- iv) Environmental Management Standards
- v) Good working condition

OR

4. Write short notes on any Three :-

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- a) CSR towards local community & society.
- b) Factor influencing CSR policy.
- c) SA 8000.
- d) Global Reporting Initiative.
- e) Measures of Triple Bottom Line.
