Total No. of Questions: 07

M.Sc. (Fashion Marketing Management) (2015 to 2017) (Sem.-3) BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY

Subject Code: MSc.FMM-308 M.Code: 72117

Time: 3 Hrs. Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

- 1. SECTION-A is COMPULSORY carrying TWENTY marks.
- 2. SECTION-B consists of THREE Sub-sections: Units-I, II, III.
- 3. Each Sub-section contains TWO questions each, carrying TEN marks each.
- 4. Student has to attempt ONE question from each Unit and FOURTH from any UNIT.

SECTION-A

1. Attempt all in brief:

- (a) Product Labelling
- (b) What do you mean by HRM?
- (c) Define Ethical Organization.
- (d) Types of Ethics
- (e) Whistle blowing
- (f) Define the term CSR
- (g) International Ethical Standards
- (h) Operation Management
- (i) Sexual Harassment
- (j) Product Pricing

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SECTION-B

UNIT-I

- 2. What do you mean by Ethics? Explain its objectives.
- 3. What Ethics are to be followed for advertising a new product in the market?

UNIT-II

- 4. What Ethics are to be followed in a Business for HRM? Explain briefly.
- 5. Describe in detail Production & Operation Management along with what ethics followed.

UNIT-III

- 6. Define Ethical International Decision Making Methods.
- 7. Explain the guidelines issued by Government for following CSR regarding Environment.

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

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