

Roll No.

Total No. of Pages : 03

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M.Sc. (Fashion Marketing Management) (2018 Batch) (Sem.-3)

BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY

Subject Code : MSFMM305-18

M.Code : 76714

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. **SECTION-A is COMPULSORY carrying TWENTY marks.**
2. **SECTIONS-B consists of THREE Sub-sections : Units-I, II & III.**
3. **Each Sub-section contains TWO questions each, carrying TEN marks each.**
4. **Attempt any FOUR questions, ONE from each Sub-section and fourth from any sub-section.**

SECTION-A

Q1. Multiple Choice Questions :

- 1) Business Ethics deals primarily with
 - a) Social responsibility
 - b) Pricing of products and services
 - c) Moral obligation
 - d) Being unfair to the competitors
- 2) The Greek meaning of word “Ethos” is
 - a) Character
 - b) Right
 - c) Principles
 - d) None of these
- 3) Good corporate governance cares for all
 - a) Shareholders
 - b) Employees
 - c) Customers
 - d) Stakeholders
- 4) Ethical dilemma of choosing between two rights refers to :
 - a) Deciding which of two employee rights is important
 - b) Choosing between the two types of sexual harassment
 - c) Choosing between the lesser two evils
 - d) None of the above

- 5) Which of the following is not the principle of ethics?
- a) Humanity b) Universality
 - c) Autonomy d) Dissatisfaction
- 6) Unethical behavior is often triggered by :
- a) Pressure from higher management to achieve the goals
 - b) An organizational behavior that condemns such behavior
 - c) A system of checks and balances
 - d) Both b) and c)
- 7) ISO 26000 global standard for social responsibility is expected to align with :
- a) ISO 15000 and ISO 11000
 - b) ISO 16000 and ISO 10000
 - c) ISO 14000 and ISO 11000
 - d) ISO 14000 and ISO 9000
- 8) Whistle blowing policy should be in :
- a) Writing b) Orally
 - c) Both a) and b) d) None of the above
- 9) CSR Policy is regulated by?
- a) SEBI b) Companies Act, 2013
 - c) Both a) and b) d) None of the above
- 10) Ethics are important because :
- a) Suppliers prefer to deal with ethical company
 - b) Employees prefer to deal with ethical company
 - c) Customers prefer to deal with ethical company
 - d) All the above

True/False :

- 11) Corporate Governance helps in improving public image.
- 12) Corporate Governance is concerned with holding the balance between economic and social goals.
- 13) Business ethics should only be followed by Top level management.
- 14) Business ethics should be followed because it is right to do so.
- 15) Business ethics is specialized study of moral right or wrong.

Fill in the Blanks :

- 16) The business is governed by various
- 17) whistle blower reports the misconduct to another person working within the place of work.
- 18) At time of crises, managers are guided by
- 19) Corporate Governance represents the well-defined set of
- 20) Whistle blower Act has come into effect in

SECTION-B

UNIT-I

- Q2. Do you think ethics in business is improving? Justify your answer with suitable examples.
- Q3. Discuss various ethical issues involved in retail business.

UNIT-II

- Q4. Is whistle blowing morally justified? What points should be kept in mind while blowing the whistle?
- Q5. Explain and define ethical issues in context of organizational ethics.

UNIT-III

- Q6. Define Corporate Social Responsibility. Explain CSR initiatives of any company.
- Q7. What are the various methods prevailing at international level through which ethical decisions can be taken by organization?

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.