## C. U. SHAH UNIVERSITY Winter Examination-2021

Subject Name: Business Ethics and Corporate Social Responsibility

Subj	ect Cod	e: 4MS05BSR1	Branch: BBA			
Seme	ester: 5	Date: 16/12/2021	Time: 11:00 To 02:00	Marks: 70		
<ul> <li>Instructions:</li> <li>(1) Use of Programmable calculator &amp; any other electronic instrument is prohibited.</li> <li>(2) Instructions written on main answer book are strictly to be obeyed.</li> <li>(3) Draw neat diagrams and figures (if necessary) at right places.</li> <li>(4) Assume suitable data if needed.</li> </ul>						
Q-1		Attempt the following questions:		(14)		
	a)	What is the full form of CSR ?		1		
	<b>b</b> )	e	nting	1		
		What is whistle blowing?		1		
	<b>d</b> )	0 1 0		1		
		What is the meaning of marketing et	thics?	1		
	f)	State the full form of OECD		1 1		
	g) h)	Explain the meaning of scam State the meaning of ethics		1		
	i)	What is the meaning of values?		1		
	j)	e		1		
		Write names of 4Ps of marketing		1		
	ĺ	Give the example of fear appeal		1		
	m)	Explain surrogate advertisement		1		
	<b>n</b> )	State the meaning of Human Resour	ce Management.	1		
Atter	npt any	four questions from Q-2 to Q-8				
Q-2		Attempt all questions		(14)		
		State the arguments for and against	CSR	14		
Q-3		Attempt all questions		(14)		
	a	Explain various tools of ethics		7		
~ .	b	State the characteristics of CSR		7		
Q-4	_	Attempt all questions		(14)		
	a h	State the guidelines of whistle blow	-	7		
05	b	Discuss the role of creative accounti	ng m business scandais	7		
Q-5	9	Attempt all questions Short note: HR related ethical issues		(14) 7		
	a	Short note. The related cultural issues		/		

Explain marketing ethics beyond 4Ps b



7

Q-6		Attempt all questions	(14)
	a	State the importance of corporate governance	7
	b	State the recommendation of Narayan Murthy Committee	7
Q-7		Attempt all questions	(14)
	a	State the recommendation of Ganguly Committee	7
	b	Short note : Social reporting	7
Q-8		Attempt all questions	(14)
-	a	Discuss one of the major scandals of India	7
	b	Write any seven examples which often considered unethical in pricing	7

