

Exam. Code : 110104

Subject Code : 8151

B.Voc. (Banking and Financial Services)

Semester—IV

**BUSINESS ETHICS AND CORPORATE SOCIAL  
RESPONSIBILITY**

**Paper—BVC-401**

Time Allowed—3 Hours] [Maximum Marks—50

**Note :—**(1) Answer any **TEN** questions from Section A. Each carries **1** mark.

(2) Answer any **FOUR** questions from Sections B and C, selecting **TWO** questions from each Section. Each carries **10** marks.

**SECTION—A**

I. Answer Briefly :

- (i) What is the nature of business ethics ?
- (ii) Define the term ethical leadership.
- (iii) Give an example of CSR practice adopted by an Indian company.
- (iv) Define the term corporate governance.

- (v) Define the term 'Business ethics'.
- (vi) What is an ethical dilemma ?
- (vii) What do you mean by value based organizations ?
- (viii) Define the term 'Marketing ethics'.
- (ix) What is ethical culture ?
- (x) Write any two principles of corporate governance.
- (xi) Which company was the first to get its accounts audited from social point of view in India ?
- (xii) Name any two drivers of CSR. 10×1=10

**SECTION—B**

- II. Discuss emerging issues in business ethics. 10
- III. Do ethics matter in business ? Give reasons in support of your answer. 10
- IV. Highlight various ethical issues involved in HRM. 10
- V. How should ethical dilemmas be resolved ? Explain 10

**SECTION—C**

- VI. Discuss various corporate governance issues. 10

- VII. Why do companies engage in corporate social responsibility ? Discuss. 10
- VIII Explain various historical phases of CSR. 10
- IX. Explain Ackerman model of CSR. 10