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**Question Paper Code : 63158**

M.B.A. DEGREE EXAMINATION, APRIL/MAY 2017.

Fourth Semester

BA 7402 — BUSINESS ETHICS, CORPORATE SOCIAL RESPONSIBILITY  
AND GOVERNANCE

(Regulations 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is unethical behaviour?
2. What is a social evil?
3. Define ethical dilemma.
4. Define corporate ethics.
5. What is FEMA?
6. What is the meaning of "Ethos"?
7. What is green marketing?
8. What is terotechnology?
9. What is the need for CSR initiatives?
10. Give two examples of e-governance initiatives.

PART B — (5 × 13 = 65 marks)

11. (a) Explain the role of ethical theories in defining ethical behaviour.

Or

- (b) Do work ethics enhance productivity? — Explain.

12. (a) Explain how Organisational ethics are evolved and practiced

Or

(b) Explain the ways in which the general public violate environmental ethics.

13. (a) Explain MRTP Act and elucidate how a consumer benefits from it?

Or

(b) Elaborate how Indian Constitution supports Business practices.

14. (a) Explain how macro economic factors affect the internal factors of business.

Or

(b) Explain the role of CII in Corporate India.

15. (a) Explain how CSR strategies help in Corporate Brand building,

Or

(b) Explain the role of Capital Market in industrial growth.

PART C — (1 × 15 = 15 marks)

16. (a) Prepare a code of conduct for a HR manager of an agency supplying security personnel to industries. State your assumptions (if any).

Or

(b) Using the determinants of demand suggest an economic model for distribution of an essential commodity such as Rice. You may choose any other essential commodity too.