

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FOURTH SEMESTER – APRIL 2016

BU 4503 – BUSINESS ETHICS AND CSR

Date: 20-04-2016

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

SECTION –A

Answer ALL the questions

(10x 2=20 marks)

1. Define ethical standards.
2. Mention any three values that are to be optimized.
3. What do you mean by corporate social responsibility?
4. Who are stakeholders?
5. What is consumerism?
6. What is 'Fair price'?
7. What is ecosystem?
8. When does a gift become bribe?
9. List the role of SEBI.
10. Write a note on competition commission of India.

SECTION –B

Answer any FOUR questions

(4x10=40 marks)

11. Explain the types and formation of business ethics.
12. Discuss the principles of managerial ethics.
13. What are the need for social responsibilities of business organization?
14. Explain the salient features of the consumer protection act of 1986.
15. Bring out the unethical issues in sales.
16. What are the 3 P's of sustainability?
17. Explain the objectives of Competition Commission of India.

SECTION –C

Answer any TWO questions

(2x 20=40 marks)

18. Explain in detail about the factors behind ethical practices in marketing.
19. Discuss the social responsibility of business towards different interest groups.
20. Enumerate the social and environmental problems encountered by the business firms.
21. Discuss the regulatory framework of SEBI.

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