



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FOURTH SEMESTER – APRIL 2015

BU 4503 - BUSINESS ETHICS AND CSR

Date : 16/04/2015
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

PART – A

Answer ALL the questions:

(10 x 2 = 20 marks)

1. Define the term Value.
2. What is meant by Consumerism?
3. What is CSR?
4. State the types of values.
5. What do you mean by ethical issues?
6. What are the 3 Cs of business ethics?
7. State the relationship between business and ethics.
8. Explain the term code of conduct.
9. What is green house effect?
10. What is job specification?

PART – B

Answer any FOUR questions

(4 x 10 = 40 marks)

11. What are the different levels of business ethics?
12. State the role of CEO in business ethics and values.
13. Explain the importance of CSR?
14. What are the principles of social responsibility?
15. Discuss the problems related to ethical issues.
16. State the methods of ethical reasoning.
17. Explain the different types of job discrimination.

PART – C

Answer any TWO questions:

(2 x 20 = 40 marks)

18. Explain in detail about the types of ethical issues.
19. Discuss the benefits of managing ethics in work place.
20. Enumerate the procedure for implementing corporate social responsibility.
21. Discuss the techniques which help in managing stress at the individual level.

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