



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A.DEGREE EXAMINATION –BUSINESS ADMINISTRATION

FOURTH SEMESTER – APRIL 2019

BU 4503– BUSINESS ETHICS AND CSR

Date: 12-04-2019
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

SECTION-A (10X2=20Marks)

ANSWER ALL THE QUESTIONS

1. Define Ethics.
2. Why social responsibility is gaining importance?
3. What are the sources of ethics?
4. Write the types of values.
5. Give the objectives of SEBI.
6. Differentiate a gift from bribe.
7. What is consumerism?
8. What is competition Act?
9. What is Whistle blowing?
10. List the major CSR codes of conduct.

SECTION-B (4X10=40 Marks)

ANSWER ANY FOUR QUESTIONS

11. Explain the objectives of business ethics.
12. Bring out various means through which corporate ethical conduct can be ensured.
13. Explain the means of corporate ethical conduct.
14. Mention few crimes against employees, violating their duty of loyalty and fidelity.
15. Explain any two models of executing CSR.
16. Discuss the unethical issues in sales and marketing.
17. What are the objectives of competition Act?

SECTION-C (2 X 20= 40 Marks)

ANSWER ANY TWO QUESTIONS

18. Discuss the principles of ethics in business.
19. Explain social responsibility of business towards the stakeholders.
20. Why consumerism is gaining importance in the present day scenario?
21. Describe the role of SEBI in governing the capital market operations.

★★★★★★