

123

SYBMY (IV)

[Time: 2 ½ hours ]

[ Marks:75]

Please check whether you have got the right question paper.

**N.B: 1. All questions are compulsory.**

**2. Figures to the right indicate full marks.**

**Q1. A. State Whether the Following Statements are True or False: (Any 8) (8)**

1. Ethics and business can't go together. ✗
2. Good ethics are a cornerstone of sustainable marketing. ✓
3. Black money is the oxygen for corruption and corruption is the oxygen for black money. ✓
4. Turf guarding means hoarding reserves. ✓
5. Good corporate governance results in higher financing costs. ✗
6. Corporate governance is about unethical conduct in business. ✗
7. Audit committees are required for all companies. ✓
8. Custodian of investor interest in India is SEBI. ✓
9. CSR means Company Society Responsibility. ✗
10. CSR spending is voluntary in India and not legal. ✓

**Q1. B. Match the Column: (Any 7) (7)**

A	B
1. Ethos	a. Environmental impact
2. Morals	b. Spamming
3. Ability to frame our actions	c. Surrogate advertising
4. Justice to all Practices	d. Turf Guarding
5. Sending an unwanted email to another person	e. Dilemma
6. Hoarding Reserves	f. Ecologically safe products
7. Choosing between right and wrong	g. Fairness Principle
8. Green Marketing	h. Vision
9. Advertising which is used to promote banned products	i. Character
10. Sustainable Development	j. Customs

**Q2.**

- a. Explain the Scope of Business Ethics? (8)
- b. Differentiate between Ethics & Morals? (7)

**OR**

- p. What is Ethics and State its Objectives? (8)
- q. Explain the Concept of Code of Ethics? (7)

- Q3.
- a. Explain the concept of whistle-blower? (8)
  - b. Explain the ethical issues faced by an individual employee? (7)

OR

- p. Explain the reasons that can be used to strengthen marketing ethics? (8)
- q. Explain the tools for ethical management? (7)

- Q4.
- a. Explain the need and objectives of corporate governance? (8)
  - b. Explain the theories of corporate governance? (7)

OR

- p. Explain the concept of Carroll's Pyramid? (8)
- q. Highlight the benefits of Corporate Social Responsibility? (7)

- Q5.
- a. Explain the recent issues in CSR in India? (8)
  - b. Explain how to overcome the challenges of CSR in future? (7)

OR

Write short notes on (Any 3):

1. Benefits of Business Ethics
2. Ethical issues in HRM
3. Sachar Committee Report on CSR
4. Ethical Leadership
5. Scope of business ethics based on Functional areas of Business.

(15)