

**Sr. No. 3781**

**Exam. Code : 110194**  
**Subject Code : 3828**

**Bachelor of Vocation (Banking & Financial Services) - 4th Sem.**

**(2518)**

**Paper: BVC-401**

**Business Ethics and Corporate Social Responsibility**

**Time allowed: 3 hrs.**

**Max. Marks: 50**

**SECTION-A**

**Note: - Attempt any TEN parts of this question. Each part should not exceed 5 lines. Each question carries 1 mark.**

**1. Explain any TEN parts of the following :-**

- a) Define ethics
- b) Whistle blower
- c) Corporate business ethics
- d) What is the role of CSR in environment protection ?
- e) Wage empowerment
- f) Leaders character
- g) Moral argument in favour of CSR
- h) Corporate culture
- i) Value based management
- j) Relevance of CSR
- k) Attributes of good corporate governance
- l) State any two key drivers of CSR.

## SECTION-B

**Note :-** Attempt any **TWO** questions from this section. Answer to each question should not exceed **5** pages. Each question carries **10** marks.

2. Discuss important ethical issues in marketing?
3. "Good business ethics promotes good business" Explain the characteristics of a highly ethical and integrated organization.
4. What are environmental ethics and state important issues related to environment ?
5. Discuss the different methods of resolving ethical dilemmas ?

## SECTION-C

**Note :-** Attempt any **TWO** questions from this section. Answer to each question should not exceed **5** pages. Each question carries **10** marks.

6. State different approaches to CSR. <http://www.gnduonline.com>
7. Discuss the challenges faced by corporate social responsibility.
8. What is corporate governance ? Also discuss its role and importance in improving the performance of corporate sector ?
9. What is the responsibility of business towards its stakeholders ?

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