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**GANDHI INSTITUTE OF ENGINEERING AND TECHNOLOGY UNIVERSITY, ODISHA, GUNUPUR
(GIET UNIVERSITY)**

M.B.A. (Second Semester) Regular/Supplementary Examinations, May – 2025
23MBAPC12002 – Business Ethics and Corporate Governance
(MBA)



Time: 3 hrs

Maximum: 60 Marks

(The figures in the right hand margin indicate marks.)

PART – A**(2 x 5 = 10 Marks)**Q.1. Answer **ALL** questions

	CO #	Blooms Level
a. Define Business Ethics.	CO1	K1
b. Define ethical decision-making.	CO2	K1
c. What is the importance of the Indian Constitution for business?	CO3	K2
d. Define Corporate Governance.	CO4	K1
e. What is Corporate Social Responsibility (CSR)?	CO5	K2

PART – B**(10 x 5 = 50 Marks)**Answer **ANY FIVE** questions

	Marks	CO #	Blooms Level
2. a. Explain how Business Ethics can be integrated into organizational culture.	5	CO1	K3
b. Evaluate the causes of unethical behavior and suggest solutions.	5	CO1	K5
OR			
c. Discuss the relationship between Business Ethics and corporate success.	10	CO1	K3
3. a. Apply the concept of corporate responsibility to computer-related crimes.	6	CO2	K3
b. Analyze privacy concerns and ethical implications of software usage.	4	CO2	K4
OR			
c. Define computer ethics and its role in modern business.	5	CO2	K1
d. What is the significance of professional ethics in business?	5	CO2	K2
4. a. Evaluate the role of Indian culture and values in corporate settings.	5	CO3	K5
b. Assess the implications of India's economic philosophy on business conduct.	5	CO3	K5
OR			
c. Discuss the ethical concerns arising from India's economic policies.	6	CO3	K3
d. Analyze the impact of government regulations on business ethics.	4	CO3	K4
5. a. Assess the need for improved governance in modern business.	6	CO4	K5
b. Evaluate how ethical behavior supports effective governance.	4	CO5	K5
OR			
c. Discuss the relationship between corporate governance and financial performance.	5	CO4	K3
d. Propose strategies for improving transparency in corporate governance.	5	CO4	K4
6. a. What are the key benefits of CSR for a company?	5	CO5	K2
b. How does CSR impact stakeholder relationships?	5	CO5	K2
OR			
c. Case Study:	10	CO4	K5

ABC Ltd. is a well-established company in the retail industry. It has recently decided to invest in a CSR initiative aimed at promoting education and

healthcare in underserved communities in rural areas. The company has committed a significant portion of its profits to building schools and healthcare centers, as well as providing scholarships and medical assistance to people in need.

However, after a few months, ABC Ltd. faces criticism from several stakeholders. Shareholders argue that the funds used for CSR projects could be better utilized to increase the company's profitability and dividends. Employees, on the other hand, express concerns that the company is not doing enough to improve their working conditions. Additionally, local communities are questioning whether the company's efforts are genuine or just a public relations exercise.

The management is now struggling to balance social responsibility with the need for profit maximization. They are also unsure how to measure the impact of their CSR efforts on the community.

Questions:

1. Evaluate the challenges ABC Ltd. faces in balancing CSR with profit maximization. How can the company align its CSR efforts with its business objectives?
2. Propose a strategy for ABC Ltd. to effectively communicate the impact of its CSR initiatives to its stakeholders, particularly shareholders and employees.
3. Analyze the ethical implications of ABC Ltd.'s CSR initiative. Does it represent a genuine effort to contribute to society or is it a marketing tool?
4. Assess how ABC Ltd. can measure the success and sustainability of its CSR projects. What key performance indicators (KPIs) should the company use?

End of Paper