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Total Number of Pages: 2

**MBA**  
**MGT-402**

**FOURTHSEMESTER EXAMINATION, 2016**

**ETHICS, ENVIRONMENT AND CSR**

**Branch: MBA**

**Time: 3 Hours**

**Max marks: 70**

**Q.CODE: W 122**

**Answer Question No.1 which is compulsory and any five from the rest.**

**The figures in the right hand margin indicate marks.**

**Answer the following questions:**

**(2 x 10)**

**Q1**

- a) What do you mean by Ethical objectives?
- b) What are the characteristics needed for a decision to be ethical?
- c) When does a just society exist according to John Rawl?
- d) "Business managers should do what is in the best interest of the firm". How can you counter this argument?
- e) What purposes the code of ethics serve?
- f) What is meant by deceptive advertising?
- g) What does control of water pollution essentially involve?
- h) Why CSR activity is not growing fast in India?
- i) Why it is necessary to maintain a wide diversity of species in each ecosystem?
- j) What are the steps involved in Social audit?

**Q2** "Subject of ethics is receiving serious attention in management circles in the recent days". Comment. 10

**Q3** What is the responsibility of an individual who believes that the strategy of his organization is unethical? Should the individual report on the organization or should he leave the employment of the company on the ground of a mismatch of values? Explain. 10

Q4 Irritation, unfairness, deception and fraud are very common in direct marketing as per some critics. Comment. 10

Q5 Now a days, sexual harassment is predominant in certain type of industries like cinema and airline industries. Explain the statement. What are the major features of programmes to deal with this? 10

Q6 a) "Earth is warming due to human activity in the recent days. What are your views in this regard? 5

b) Every day we find animals suffering because of man's cruelty. What are your suggestions about the issue. Give your own example. 5

Q7 "Indian Corporate leaders do CSR only due to SEBI guidelines and not keen at their heart". Comment. 10

Q8 Is it necessary for companies to assume social responsibility? List out the positive and negative outcomes a business could experience as a result of performing social responsibility activity. 10