



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FOURTH SEMESTER – APRIL 2017

BU 4503- BUSINESS ETHICS AND CSR

Date: 21-04-2017
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

SECTION –A

Answer ALL the questions

(10X2=20)

1. What is meant by Ethical Dilemma?
2. Outline the need for a Code of Conduct.
3. What are the objectives of CSR?
4. Who are stakeholders?
5. Write a note on consumerism.
6. What is competitive strategy?
7. What is ecosystem?
8. What do you understand by environmental ethics?
9. What is meant by unfair competition?
10. What is an anti-competitive agreement?

SECTION –B

Answer any FOUR questions

(4X10=40)

11. State the characteristics of ethical organizations.
12. What are the advantages of Business Ethics for an organization?
13. Write a short note on Whistle Blower Policy
14. What steps would you follow to implement CSR in your organisation?
15. Discuss the importance of human values in solving environmental problems.
16. Discuss the 3 P's of sustainability.
17. Explain the objectives of Competition Commission of India.

SECTION –C

Answer any TWO questions

(2X20=40)

18. Explain the principles of managerial ethics.
19. Discuss the response of Indian firms towards CSR.
20. Explain the social and environmental problems encountered by the business firms.
21. Discuss the Functions of Competition Commission of India (CCI).
