

**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION**

**FOURTH SEMESTER – NOVEMBER 2015**

**BU 4503 - BUSINESS ETHICS AND CSR**

Date : 3/10/2015  
Time : 01:00-04:00

Dept. No.

Max. : 100 Marks

PART – A

Answer All Questions

(10 x 2 = 20)

1. What is values?
2. Define Business Ethics.
3. What is CSR?
4. Write short note on Stake holder Activism.
5. What unethical issues are involved in markets?
6. Write the meaning of Consumerism.
7. What is SEBI?
8. What is Eco system?
9. What is competitive strategy?
10. What is competition Act?

PART-B

Answer any FOUR Questions

(4x10=40)

11. Describe the benefits of Business Ethics.
12. What is a code of Ethics? State its Benefits.
13. Why is corporate social responsibility necessary?
14. Explain the need for Ethical behaviour in marketing.
15. Describe the need and significance of corporate governance.
16. Describe the rights of a consumer.
17. Bring out the values of Indian manager.

PART-C

Answer any TWO Questions

(2x20=40)

18. Describe the benefits of CSR and the steps for implementing CSR.
19. Explain the need for consumer protection and methods of consumer protection.
20. Write a note on corporate governance code developed by SEBI.
21. Explain in detail 3p's of sustainability.

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