



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

U.G. DEGREE EXAMINATION – ALLIED OPTIONAL

FOURTH SEMESTER – APRIL 2022

UBC 4401 – BUSINESS ETHICS & CSR

Date: 27-06-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

Part-A

Answer ALL questions

(10x2=20)

1. Define Ethics.
2. State the need for and importance of Code of Conduct in Business.
3. Philosophy and Ethics go hand in hand - Comment.
4. State the meaning of Corporate Ethics.
5. What is Corporate Governance?
6. Who is a Whistle-blower?
7. Nature and Humans are inseparable – Comment with example.
8. List any two environmentally friendly policies followed by Corporates.
9. What is meant by Corporate Social Responsibility?
10. Write a note on Corporate Philanthropy.

Part-B

Answer any FOUR questions

(4x10=40)

11. Briefly explain the Code of Ethics.
12. Explain causes of Ethical Dilemmas with adequate examples.
13. Elaborate upon the PESTEL Analysis.
14. India is a melting pot of diversified culture – Comment briefly.
15. Briefly explain the causes of Environmental damages.
16. Elucidate the kinds of Environmental Ethics.
17. Bring out the evolution of CSR in India.

Part-C

Answer any TWO questions

(2x20=40)

18. Explain in detail the Agency Theory of Corporate Governance.
19. Explain the 12 Laws of Karma.
20. Elucidate the Steps in Credit Rating Process.
21. Draw a CSR plan of your own and explain it with strategic implementation process.
