

(Please write your Exam Roll No.)

Exam Roll No. ....

00218903916

## END TERM EXAMINATION

FOURTH SEMESTER [MBA/B.TECH-MBA(DD)] MAY- JUNE 2018

Paper Code: MS 208

Subject: Corporate Social Responsibility, Human

BMS-508

Values & Ethics

Time : 3 Hours

Maximum Marks :75

Note: Attempt any five questions.

- Q1. Identify the CSR activities that have been permitted to be undertaken under the provisions of Companies Act, 2013. What modes are available to companies to implement CSR under the provisions of Companies Act, 2013? (7+8=15)
- Q2. Describe the different ethical stances an organization may adopt based on different theories of ethics. What are some of the problems with using these principles? Give an example of a situation when an organization used utilitarianism to justify an ethically questionable action. (15)
- Q3. a) Explain how the corporate governance requirements to be followed in India by Registered Company. (7)
- b) Compare and contrast corporate governance failure in case of Enron and Satyam. (8)
- Q4. Explain in detail the steps involved in resolving an ethical dilemma. How would you apply it in the context of the following situation? (15)

Rahul is running an NGO to help street children. He receives government grant of Rs. 2 lakhs for a project to teach the "out of school" children, who work at tea-stalls, do boot-polishing etc. A year passes, but Rahul managed to utilize only 50,000 rupees from the grant. Despite his best efforts, he couldn't convince many poor children or their families to join his NGO's program. As per the grant rules, Rahul has to return all the unspent money back to government by the end of March 31<sup>st</sup>. But his colleagues suggested the following options:

- If we honestly return Rs. 1.5 lakh back, the government officials will think we are amateur, ineffective NGOs and they'll substantially reduce our grant for next year or even worse they'll not give us any project next time!
- We should take help of a CA to manipulate our account books and show majority of the grant was utilized for education.
- Many other NGOs do the same thing-there is no problem -nobody will raise any objection, as long as we give 20% of the grant to SDM in charge of this project.
- Although it sounds unethical but we won't use this money for personal needs, we'll use it on street children only. Hence our act is fully ethical and moral.

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Q5. Prepare the Business Responsibility Report depicting nine principles of performance in any manufacturing sector Company. (15)

Q6. a) Describe in detail the ISO guidelines or CSR management. (7)

b) Discuss in detail about worldwide efforts in sustaining Principles of Environmental Ethics. (8)

Q7. a) Deliberate on the role of leadership in the ethical framework of a firm. (7)

b) How would you justify Affirmative Action as a form of Social Justice? (8)

Q8. Critically comment on the following: (15)

a) Advertisement directed to children

b) Puffery in advertising

c) Surrogate advertising

d) Privacy concerns of consumers

e) Comparative advertising

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