

Roll No. ....

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UR-496

**M. B. A. (FT) (Third Semester)  
EXAMINATION, 2011**

**BUSINESS ETHICS AND CORPORATE SOCIAL  
RESPONSIBILITY**

(CP-303)

*Time : Three Hours*

*Maximum Marks : 80*

**Section – A** 8 each

**Note :** Attempt any *four* questions. Each question carries equal marks.

1. What do you mean by Business Ethics ? What factors do influence Business Ethics ?
2. What is Corporate Social Responsibility ? Why should a business assume social responsibility ?
3. Define business organisation. Also explain in brief about different forms of business organisation.
4. Explain what is a Company Code ? How do you develop codes of Ethics ?
5. Make a comparison of trademarks, patents and copyrights.
6. "Organisation is a network of personal relation." Comment.

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7. How is global business conducted ? Explain what are the difficulties experienced.
8. What is meant by management of diversity ? Explain the techniques of managing diversity.

**Section – B** 16 each

**Note :** Attempt any *three* questions. Each question carries equal marks.

9. "Business is a corporate activity whose very existence requires ethical behaviour." Comment.
10. Write an essay on "Intellectual Property Rights".
11. Write short notes on any *two* of the following :
  - (a) Traditional view of social responsibility
  - (b) Limited liability partnership
  - (c) Moral principles for a manager
12. What do you mean by stakeholder theory in the context of corporate social responsibility ? Also explain the concept of corporate social responsibility.
13. "Indianism is sacred concept representing the highest of the highest and basis for the emotive togetherness of the human beings." Give your views.

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