

(i) Printed Pages : 2

Roll No.

(ii) Questions : 14

Sub. Code :

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Bachelor of Business Administration 6th Semester
1059

SOCIAL AND ETHICAL ISSUES IN BUSINESS

Paper-BBA-323

Time Allowed : Three Hours]

[Maximum Marks : 80

- Note :-**
- (1) Attempt any **four** questions from Section A. Each question carries **5** marks.
 - (2) Attempt any **two** questions from Section B. Each question carries **15** marks.
 - (3) Attempt any **two** questions from Section C. Each question carries **15** marks.

SECTION—A

1. Explain the objectives of Business Ethics.
2. Define Ethical Organisation.
3. What is Corporate Excellence ?
4. What are the benefits of Corporate Governance to shareholders and society ?
5. Define Social Audit.
6. What are the main Ethical Issues in Marketing ? 4×5=20

SECTION—B

7. What are the various principles governing Business Ethics ?
8. How would you recognize an Ethical Organisation ? Explain its characteristics.
9. State the various Stakeholders to whom Business Organisations are socially responsive and why ?
10. Discuss the principle of Corporate Governance highlighting their role and importance in the organisation. $2 \times 15 = 30$

SECTION—C

11. Explain the OECD Principles of Corporate Governance.
12. List the major reforms done in the field of Corporate Governance and how many of them are implemented.
13. Explain the need of Corporate Governance for a Business. Discuss the theories of Corporate Governance.
14. Write a detailed note on Cadbury Committee Report.

$2 \times 15 = 30$