


Name:			
Enrolment No:			
<div>UPES</div> <div>End Semester Examination, May 2025</div>			
Course: Business Ethics and CSR		Semester: II	
Program: MBA		Time : 03 hrs.	
Course Code: HRES7029		Max. Marks: 100	
Instructions: Write precise and brief answers			
<div>SECTION A</div> <div>10Qx2M=20Marks</div>			
S. No.		Marks	CO
Q 1	<i>Choose the correct option</i>		
1 (i)	Which of the following companies are required to comply with CSR provisions under the Companies Act, 2013? a) Companies with net profit of ₹1 crore or more b) Companies with an annual turnover of ₹200 crore or more c) Companies with a net worth of ₹1000 crore or more d) None of the above	2	CO1
1 (ii)	Banning products which are tested on animals is an example of which among the following. a) Normative ethics b) Meta ethics c) Applied ethics d) Subjective ethics	2	CO1
1 (iii)	Which of the following best describes the "when in Rome" approach to business ethics? a) Always following the strictest ethical standards of your home country b) Adapting to local ethical norms and practices when doing business abroad c) Establishing a universal code of ethics for all international operations d) Prioritizing profit over ethical considerations in foreign markets	2	CO1
1 (iv)	The concept of "greenwashing" refers to: a) Companies using sustainable practices to improve their image b) Companies claiming to be environmentally friendly without actually implementing green practices		CO1

	c) Companies investing in green technologies d) Companies partnering with environmental NGOs		
1 (v)	What is the focus of teleological ethics when evaluating an action? a) The intentions behind the action b) The moral rules or duties involved c) The consequences or outcomes of the action d) Whether the action aligns with religious doctrine	2	CO1
1(vi)	What is one of the key goals of business ethics? a) To ensure businesses are profitable at all costs b) To ensure businesses operate in a socially responsible and fair manner c) To increase market dominance d) To minimize shareholder influence	2	CO1
1 (vii)	Which of the following is a reason why businesses engage in CSR? a) To avoid paying taxes b) To enhance their brand image and reputation c) To ignore ethical concerns d) To focus on short-term profits	2	CO1
1 (viii)	Which of the following is an ethical concern when it comes to advertising? a) Deceptive or misleading advertising b) Overly expensive advertisements c) Global market saturation d) Increase in the advertising budget	2	CO1
1 (ix)	Which of the following best describes corporate governance? a) The relationship between a company's management, its board, and shareholders b) A method of controlling employee behavior c) The company's strategy for gaining market share d) The marketing techniques employed by a company	2	CO1
1 (x)	Trolleyology is a philosophical thought experiment used to explore which of the following concepts?	2	CO1

	a) Legal responsibility in traffic accidents b) The morality of decisions involving trade-offs between lives c) The economics of transportation infrastructure d) The psychological effects of public transportation on behavior		
SECTION B 4Qx5M= 20 Marks			
	<i>Answer the following questions (approx. 50 words)</i>		
2. (A)	Highlight a few challenges faced while implementing SDGs.	5	CO2
2 (B)	How does ‘conflict of interest’ impact ethical decision making? (Use an example to illustrate your answer)	5	CO2
2 (C)	“Globalization has increased the need for and the relevance of business ethics”. Discuss the statement.	5	CO2
2 (D)	Stakeholder engagement is critical for competitive advantage. Explain.	5	CO2
SECTION-C 3Qx10M=30 Marks			
	<i>Answer the following questions</i>		
3.1	What is ‘POSH’? List the pros and cons of it. OR Why is ‘stakeholder engagement’ important for CSR implementation?	10	CO2
3.2	It has been observed that some of the CSR initiatives of Indian companies align with SDGs 2030. Analyze the following sustainable development goals (SDGs) with one example for each goal from any Indian company. i. Gender Equality ii. Zero Hunger iii. Sustainable Cities and Communities	10	CO2
3.3	Corporate governance is essential for ensuring that an organization operates efficiently, ethically, and in a manner that benefits all its stakeholders. Considering this statement, discuss the common governance problems noticed in various corporate failures. OR What is the role of an employee in community driven CSR projects?	10	CO2
SECTION-D 3Qx10M= 30 Marks			
4.1	The disappearance of Malaysia Airlines Flight MH370 on March 8, 2014, remains one of the most mysterious and devastating aviation disasters in history. The flight, carrying 239 people from Kuala Lumpur to Beijing, vanished without a trace,	(15+15)	CO3

	<p>sparkling a global search effort that lasted years. Throughout the crisis, the ethical communication practices of Malaysia Airlines, the Malaysian government, and international bodies were scrutinized.</p> <p>In the aftermath, the lack of timely, transparent, and consistent communication created confusion, distrust, and frustration among the families of the passengers, the public, and the media. Initially, the airline and the government were criticized for not providing clear information, leading to rumors and misinformation spreading rapidly. The delay in releasing crucial details, such as the aircraft's final location and the potential causes of the disappearance, worsened public perception and undermined credibility.</p> <p>On the other hand, some stakeholders like the Australian Transport Safety Bureau (ATSB) were praised for their methodical and transparent approach in sharing investigative progress. Despite their efforts, the failure of others to communicate ethically led to widespread uncertainty and grief for the affected families.</p> <p>In times of crisis, the importance of ethical communication cannot be overstated. It builds trust, ensures the flow of accurate information, and helps mitigate emotional and financial repercussions. The MH370 disaster highlights the need for companies and governments to prioritize clear, compassionate, and timely communication during crises to preserve both ethical standards and public confidence.</p> <p>1. Enlist the stakeholders of the case given above. Draw relevance to the stakeholder theory and highlight the role of transparency in maintaining trust during a disaster.</p> <p>2. How could Malaysia Airlines have improved its communication strategy during the initial stages of the MH370 crisis? What are the long-term effects of poor communication on the organization's reputation and credibility?</p>		
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