



Name:

Enrolment No:

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, May 2022

Course: Business Ethics and CSR

Program: BBA FB and E

Course Code: STGM 3010

Semester: VI

Time : 03 hrs.

Max. Marks: 100

Instructions:

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q 1	Little or no knowledge about Corporate Social Responsibility (CSR) within the local community is a _____ for its successful implementation a. Advantage b. Benefit c. Challenge d. None of these	2	CO1
Q 2	_____ occurs when someone copies a product without being authorized to do so. a. Forgery b. Counterfeiting c. Extortion d. Plagiarism	2	CO1
Q 3	The custodian of investor interest in India is a. RBI b. SBI c. CBI d. SEBI	2	CO1
Q 4	A fraudulent method used to access valuable personal information such as username and password is called _____. a. Plagiarism b. Privacy c. Phishing d. Piracy	2	CO1
Q 5	In _____ advertising, one company promotes its goods by comparing them with that of a competitor. a. Comparative b. Generic c. Surrogate d. Puffery	2	CO1

Q 6	_____ is a form of protection provided to the creators of ‘original works of authorship’. a. Copyright b. Servicemark c. Patent d. Trademark	2	CO1
Q 7	The Parliament of India passed the first cyber law, the Information Technology Act in _____. a. 1990 b. 1995 c. 2000 d. 2009	2	CO1
Q 8	Gandhi’s view of trusteeship was based on the belief that we do not really ‘own’ our wealth but are only _____ of it a. Trustees b. Possessors c. Proprietors d. Masters	2	CO1
Q 9	Religion, culture and law are the _____ of ethics. a. Kind b. Types c. Sources d. Consequences	2	CO1
Q 10	In 1996, the CII set up a National Task Force for corporate governance under the chairmanship of a. Adi Godrej b. Kumar Mangalam Birla c. Narayan Murthy d. Rahul Bajaj	2	CO1
SECTION B 4Qx5M= 20 Marks			
Q 11	Explain briefly the benefits of good corporate governance.	5	CO2
Q 12	Discuss the importance of Business ethics.	5	CO2
Q 13	Finance without ethics is impossible. Comment	5	CO3
Q 14	Define CSR. Give suitable examples	5	CO3
SECTION-C 3Qx10M=30 Marks			
Q 15	Critically evaluate the theory of Utilitarianism.	10	CO3
Q 16	Highlight notable CSR activities by few companies. Make a critical evaluation and suggest scope for improvisation.	10	CO3
Q 17	Do you think celebrity advertisement mislead public? Justify your answer. OR Discuss the various ethical issues in marketing practices.	10	CO4
SECTION-D			

2Qx15M= 30 Marks

Q 18	Define Business Ethics. Discuss the characteristics, elements, nature and scope of business ethics.	15	CO4
Q 19	Define CSR and discuss the needs. Provide arguments in favour and against CSR. List out the factors driving CSR. OR Define CSR and discuss the challenges of CSR assessment methodologies.	15	CO4