PG Odd Semester (CBCS) Exam. December, 2022

Business Administration

(1st Semester)

Course No: CP-106 (N)

(Business Ethics and Sustainability)

Full Marks: 70

Pass Marks : 28

Time: 3 hours

The figures in the right margin indicate full marks for the question.

1. (a) Discus the importance of ethics in personal and social life. 2+2=4

   (b) Write in short about two theories of ethics. 3+3=6

   (c) Explain corporate social responsibility as per Companies Act 2013. 4

Or

2. (a) How character of a person is fomed? Explain. 4

   (b) Discuss Ethical practices of Buddhism. 5

   (c) What are the ethical and unethical practices of marketing? 2½+2½=5

3. (a) What is work place ethics? What are the unethical practics commonly found in organisations? 2+5=7

   (b) Explain insider trading. Discuss why insider trading is unethical. 2+2=4

(c) If you face ethical dilemma in your organisation, then what will you do? Explain. 3

4. Explain 7 ethical values enshrined in the stories of Jataka. 14

Or

5. Explain the valuable teachings one can learn from the book "Ignited Mind" and Personality Development. 7+7=14

6. What is sustainable development? Evaluate the measures needed for faster sustainable developments. 4+10=14

Or

7. What do you mean by sustainable compass according to Atkisson Model? Explain how sustainable compass is applied as a systemic integration tool for achieving the goal of 17-SDGs. 4+10=14

8. Case-

In recent year's awareness of harmful effects of chemical based fertilizers and pesticides on our health is on the rise. Conventional agricultural relies havily on chemical fertilizer and toxic pesticides etc which enter the food supply and penetrate the water resources, harm livestocks, depletes the soil and devastate natural eco-system. Efforts are evlolving through government policies and initiatives.

Governments are inviting emerging business, and techno-minded projects to address the manace of the situation.

As a learning manager in the age of techno-entrepreneurship, what is your plan? Explain in detail to submit a proposal to Government of India. 14

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