Executive MBA Odd Semester Examination, 2025

BUSINESS ADMINISTRATION

(1st Semester)

Course No.: EMBA-107

(Corporate Social Responsibility and Business Ethics)

Full Marks: 70

Pass Marks: 28

Time: 3 hours

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

SECTION-I

Attempt the following 2 cases

1. You are one of th ethree partners in a firm of accountants. Five year ago, the firm was appointed as external accountants to a successful and fast-growing start-up company, engaged to prepare year and accounts and tax returns. The business had started trading with a handful of employees but now has a work force of 200, while remaining below the size of company requising a statutory audit.

   Due to your close relationshup with the directors of the company (who are its owners) and several of its staff, you become aware that staff purchases of goods manufactured by the company are authorised by production managers, and then processes outside the accounting system. The proceeds from these sales are used to fund the firm's christmas party.

Questions :

As a professional accountant in public practice:

(i) Which fundamental principle feature more prominents for safeguarding? 2

(ii) What would be your key considerations in your approach to resolving the dilemma presented? 6

(iii) What course of action would you take to resolve the dilemma? 6

2. Discuss some prominent CSR practices of leading companies in India. 14

SECTION-II

Answer any three from the following questions :

1. (a) Describe the conceptual under-pinning of the term 'Corporate Social Responsibility'. 4

(b) Delineate the development of CSR practices in India. 10

2. (a) Elaborate the principle underlying the trusteeship model as proposed by Gandhiji. 4

(b) Delineate the influence of Gandhian Trusteeship model on the development of CSR practices in India. 10

3. (a) Define the nature and scope of marketing ethics from both a descriptive and normative perspective. 4

(b) Discuss the relationship between corporate ethical values and organisational performance in marketing. 10

4. (a) What are business ethics? 2

(b) Discuss how business ethics and CSR are interrelated. 5

(c) "The business of business is to do business." — Do you agree with this statement? Justify your answer. 7

5. (a) What are the principles of ethical decision making? 4

(b) What steps should be taken by the top management to shape the ethical climate in organisations? 10

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