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D4BBH2203

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Reg. No.....

Name:

FOURTH SEMESTER UG DEGREE EXAMINATION, APRIL 2024

(Regular/Improvement/Supplementary)

BBA HONOURS

GBAH4B17T: BUSINESS ETHICS AND SUSTAINABILITY

Time: 3 Hours

Maximum Marks: 80

PART A: Answer *all* the questions. Each carries *one* mark.

Choose the correct answer.

1. What is triple bottom line?

- A) An accounting tool that looks at the impact on people, planet and profits.
- B) A management strategy which states all the attention should be on profits.
- C) An accounting tool that looks at cost, profit and loss.
- D) A management strategy which focuses on corporate social responsibility.

2. The four types of social responsibility include:

- A) legal, philanthropic, economic, and ethical.
- B) ethical, moral, social, and economic.
- C) philanthropic, justice, economic, and ethical.
- D) legal, moral, ethical, and economic.

3. Fraudulent trading may be:

- A) a civil offence committed by any employee.
- B) a criminal offence committed only by directors of a limited company.
- C) a civil and a criminal offence committed only by directors of a limited company.
- D) a civil and a criminal offence committed by any employee.

4. What enlists principle of responsible investment?

- A) SA 8000
- B) PRI
- C) OHSAS
- D) GRI

5. Dow Jones Sustainability Indices:

- A) Companies forming part of BSE Sensex.
- B) Companies forming part of MCX.
- C) Companies forming part of NSE Nifty 50.
- D) Companies in terms of economic, environmental and social criteria.

(PTO)

Fill in the Blanks.

6. Themes which emphasise the existence of universal principles to be followed because of their intrinsic 'rightness' are called _____.
7. Applying social criteria to an investment decision refers to _____.
8. The use of mathematical techniques to solve financial problems is termed as _____.
9. The text of the Convention on Biological Diversity was adopted on _____.
10. Name the sub-organization of the United Nations (UN) that aimed to unite countries in pursuit of sustainable development.

(10 x 1 = 10 Marks)

PART B: Answer any *eight* questions. Each carries *two* marks.

11. What does the 'Kyoto Protocol' state?
12. Define Corporate Social Responsibility.
13. Who are 'Fiduciaries' and 'Agents'?
14. What is meant by 'Insider Trading'?
15. Give the essence of Rio Declaration.
16. Distinguish between 'Ethics' and 'Laws' in Finance.
17. Define Mutual Funds.
18. What do Millennium Development Goals emphasize?
19. Enlist the reasons for 'Conflicts of interests' among stakeholders.
20. Introduce the concept, 'Relationship Investing'.

(8 x 2 = 16 Marks)

PART C: Answer any *six* questions. Each carries *four* marks.

21. What is Sustainability Reporting? Why is it important?
22. Trace out the challenges faced while managing International Ethics at global level.
23. Outline in short the different models in Ethical Decision making.
24. Write notes on: (a) Hostile Takeovers (b) Risk Management.
25. Outline the important statement of Forest Principles.
26. Identify any case of your choice to support the concept, 'Sustainability Reporting'.
27. Discuss briefly the individual influences on Ethical decision making.
28. Highlight the outcomes of Bali Action Plan.

(6 x 4 = 24 Marks)

PART D: Answer any two questions. Each carries *fifteen* marks.

29. "Ethics forms the cornerstones to any business". In the light of this statement, illustrate on different unethical practices in recent businesses with examples. Also, state the objectives and importance of business ethics in detail.
30. What is 'Climate Change'? How do you think this phenomenon would affect the running of business? Give examples in support of your answer. Also, examine the role of business in mitigating 'Climate Change'.
31. Give arguments in favour for and against CSR in detail. Support your answer with a case.

(2 x 15 = 30 Marks)