QP CODE: D4BIB2402	**(Pages: 2)**	**Reg. No**	**:**	**...............................**
		Name	**:**	**...............................**

FOURTH SEMESTER FYUGP EXAMINATION, APRIL 2026

Discipline Specific Core (DSC) Courses - Major

BIB4CJ205 : BUSINESS ETHICS AND SUSTAINABILITY

(Credits: 4)

Time: 2 Hours	**Maximum Marks: 70**

Section A

Answer the following questions. Each carries 3 marks (Ceiling: 24 marks)

1.	List two examples of ethical failures in international business history.	BL1	CO1
2.	What is the primary focus of Deontology?	BL1	CO1
3.	Define 'Reputational Damage' in the context of business ethics.	BL1	CO1
4.	What are 'Green Bonds'?	BL1	CO2
5.	State the primary purpose of a Balance Sheet.	BL1	CO2
6.	What is the core objective of 'Impact Investing'?	BL2	CO2
7.	Distinguish between short-term profit and 'Economic Sustainability'.	BL2	CO3
8.	Define "FDI Liberalization" as a driver for Indian business expansion.	BL2	CO3
9.	Why are the SDGs described as having "Universal Applicability"?	BL2	CO4
10.	Identify the primary objective of the Tropical Forests Forever Facility (TFFF) launched in 2025.	BL1	CO4

Section B

Answer the following questions. Each carries 6 marks (Ceiling: 36 Marks)

11.	Discuss the impact of corruption and lack of transparency on a company's ability to compete on "merit."	BL2	CO1
12.	"Moral courage is essential for Indian leaders facing 'speed money' demands." Elaborate on this statement.	BL3	CO1
13.	How does responsible data use in digital marketing protect a company from public backlash?	BL2	CO2

(PTO)

14.	"Statutory obligations under other laws do not count as CSR." Discuss this with examples (e.g., labor law compliance).	BL5	CO3
15.	Discuss the importance of CSR in achieving Sustainable Development Goals (SDGs) using a corporate example like Tata Steel.	BL3	CO3
16.	Explain the "Modular Structure" of GRI (Universal, Sector, and Topic Standards) and how it allows for tailored reporting.	BL2	CO3
17.	Explain how the health-related MDGs (4, 5, and 6) were consolidated into the current SDG framework.	BL2	CO4
18.	Explain the shift from reactive to proactive monitoring under the Environment Audit Rules, 2025.	BL2	CO4
	Section C		
	Answer any one question. Each carries 10 marks (1 x 10 = 10 Marks)		
19.	"Market integrity is the backbone of the global economy." Evaluate this statement by analyzing the consequences of Insider Trading and Market Manipulation.	BL5	CO2
20.	Critically evaluate the different Greenwashing tactics used by modern corporations. Propose a set of internal compliance guidelines.	BL5	CO4
	CO : Course Outcome		
	BL : Bloom's Taxonomy Levels (1 – Remember, 2 – Understand, 3 – Apply, 4 – Analyse, 5 – Evaluate, 6 – Create)		