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SARDAR PATEL UNIVERSITY
External Examination
B.B.A(ISM) –SEMESTER- II EXAMINATION (CBCS)
2016
4th April,
2.30 PM TO 4.30 PM
Corporate Social Responsibility (UM02CBBS04)

TOTAL MARKS: 60

- Q.1** What are Ethics and Business Ethics? Why business ethics is important for any company? **15**
 Argue in favor of Business Ethics in India.

OR

- Q.1 A)** Write in detail nature, objectives and characteristics of Ethics. **08**
B) Which are the various factors influencing Business Ethics? **07**
Q.2 Describe conceptual foundation of Social Responsibility. Which are the reasons and **15**
 practices to performing social responsibility in the enterprise?

OR

- Q.2** Write a detail note on: 1) CSR towards stake holders 2) Arguments in favor of CSR **15**
Q.3 What is Corporate Governance? Explain its Chronological Background and which are the **15**
 factors to introduced corporate governance?

OR

- Q.3 A)** Talk about key issues of Corporate Governance. **08**
B) Corporate Governance in India. **07**
Q.4 What is Social Responsibility Reporting? How it is important to maintain and follow for **15**
 any Organization?

OR

- Q.4** Write note on (any two) **15**
 A. Practices of SRR B. Reporting Standard C. Necessity of SRR

X=X=X