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SARDAR PATEL UNIVERSITY
BBA(IB) (Sem-II; CBCS) EXAMINATION

Tuesday, 7th April - 2015

UM02SBBB02: Corporate Social Responsibility

2.30 pm to 4.30 pm

Total marks: 60

Note: (1) Answer should be to the point.

(2) Figures to the right indicate full marks of the question.

Q.1 Define business and discuss the economic and social objectives of business. What are the conflicts between them? (15)

OR

Q.1 (a) Discuss the short run and the long run objectives of business. (08)

(b) What are the factors affecting to objectives of business? (07)

Q.2 Discuss the social responsibility of business towards different groups of the society. (15)

OR

Q.2 (a) What is social responsibility of business? Discuss its needs. (08)

(b) Elaborate the factors affecting to social orientation of business. (07)

Q.3 (a) Explain the barriers to social responsibility of business. (08)

(b) Elaborate the Indian situation regarding social responsibility of business. (07)

OR

Q.3 (a) What is social audit? Discuss the objectives and benefits of social audit. (08)

(b) Give arguments in favour and against social responsibility of business. (07)

Q.4 (a) What is business Ethics? Discuss the sources of Business Ethics. (08)

(b) Discuss the issues of business Ethics in international business. (07)

OR

Q.4 (a) What are the benefits of ethical business - Discuss. (08)

(b) Write note on Ethics and profit. (07)

*****THE END*****