

No. Of Printed Pages: 1

[85]
[A-56]

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 practices to performing social responsibility in the enterprise? **15**

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 factors to introduced corporate governance? **15**

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 any Organization? **15**

OR

Q.4 Write note on (any two) **15**

A. Practices of SRR **B.** Reporting Standard **C.** Necessity of SRR

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