

[86/A30]

SARDAR PATEL UNIVERSITY

B. B. A. (IB)(II SEMESTER) EXAMINATION

WEDNESDAY, 28th March, 2018.

02.00 P.m. to 04.00 p.m.

CORPORATE SOCIAL RESPONSIBILITY (UM02FBBB02/F01)

Total Marks: 60

NOTES- 1. Figures to the right indicate full marks of each question.

2. Answer should be precise and to the point.

1(a) What is Business? Explain the Economic objectives and Social Objectives of Business. 8

(b) What is Professionalization? Discuss the changing concept and importance of Business in Society. 7

OR

1(a) Discuss the conflicts in reconciliation of Economic and Social Objectives of Business. 8

(b) Write note on: "Factors affecting to Business Objectives". 7

2(a) What do you mean by Social responsibility of Business? Explain the need for Social Responsibility of Business. 8

(b) Discuss the factors affecting Social Orientation of Business. 7

OR

2(a) Define social responsibility and explain social responsibility of Business towards Different Groups / Sections. 8

(b) Write note on: Origin and Growth of Social Responsibility Concept. 7

3(a) Discuss the arguments for and against of Social Responsibility of business. 8

(b) Narrate the Major issues of Social responsibility of International Business. 7

OR

3(a) What are the major barriers in Social Responsibility of Business Enterprises? 8

(b) What is Social Audit? Narrate the objectives and benefits of Social Audit. 7

4(a) What is Business Ethics? Explain the importance of Business Ethics in International Business. 8

(b) Discuss the issues of Business Ethics in International Business. 7

OR

4 Write short notes on:

1. Benefits of Business Ethics. 5

2. Sources of Business Ethics. 5

3. Principles of Business Ethics. 5

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