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SARDAR PATEL UNIVERSITY
F.Y. BBA[FT]
II SEMESTER - April 2011
Corporate Social Responsibility
UM02SBBF01

Date : ~~4.30~~ to 5.00 pm
TIME : 30/04/2011

TOTAL MARKS : 60

Answer of all the questions (including multiple choice questions) should be written in the provided answer book only.

Q-1 (A) Fill in the blanks: 05

1. _____ is an integral part of the society.
2. Short run objective is related to the _____ strategy.
3. The business environment is related to the _____.
4. Social objectives are _____ oriented.
5. _____ objective is a responsibility of business.

(B) Define the term "Business". Explain its Importance related to the society. 10

OR

Q-1 (A) Give the answer of following: 05

1. The classical view of SRB is related to the _____
 - a) Economic objective
 - b) Contemporary objective
 - c) Social objective
 - d) Classical objective
2. Business is an _____ activity.
 - a) Social
 - b) Classical
 - c) Economic
 - d) Legal
3. In Modern concept, the business aim is _____
 - a) Service oriented
 - b) Service first and profit next
 - c) Profit oriented
 - d) Profit first and service next

4. Which function is performing business?

- a) Social
- b) Economical
- c) Political
- d) Technical

5. Which objective is tangible?

- a) Social
- b) Economic
- c) Service
- d) Profit

(B) In the Modern outlook, Describe the changing concept of business and Professionalisation. 10

Q-2 (A) Give the answer of following: 05

1. Social Audit increases the _____

- a) Service and Profit
- b) Profit Maximization
- c) Public and Company
- d) Service Oriented

2. Social Responsibility means _____

- a) Serving community
- b) Profiteering
- c) Wealth maximization
- d) Employee satisfaction

3. Which is a basic objective of business?

- a) Survival
- b) Innovation
- c) Decision
- d) Planning

4. Growth is an _____ objective.

- a) Classical
- b) Social
- c) Economic
- d) Cotemporary

5. Which are the objectives of business?

- I) Economic and Social objective
- II) Long run and Short run objective
- III) Primary and Secondary objective
- a) All above
- b) Any two
- c) Any one
- d) None

(B) What are the different groups of society? Elaborate them. 10

OR

Q-2 (A) Answer True or False: 05

1. The private business is most of profit oriented.
2. Social objective is concerned with the health of enterprise.
3. Economic objective is tangible.
4. Social responsibility arises from social power.
5. Human value doesn't grow with the increase in size of business.

(B) Give the meaning of "social responsibility of business" and explain its need. 10

Q-3 (A) Fill in the blanks: 05

1. _____ objective may help to achieve long run objective.
2. Business performs _____ function.
3. Long run objective is related to the _____.
4. Economic objective is a _____ of social objective.
5. Economic is _____ objective.

(B) Describe the arguments and argument against the social responsibility of business. 10

OR

Q-3 (A) Give the answer of following:

05

1. What is needed in business for survived in a competitive environment?
 - a) Decision making
 - b) Strategic planning
 - c) Staffing and directing
 - d) Development of organization

2. Every success of business is depend on _____
 - a) Business ethics
 - b) Managerial philosophy and ethos
 - c) Marketing philosophy
 - d) Management philosophy

3. _____ aim is first in traditionally outlook.
 - a) Planning
 - b) Service
 - c) Profit
 - d) Decision

4. Which responsibility of business is related to the employees?
 - a) Payment of fair wages
 - b) Improve in quality
 - c) Research and development in product
 - d) Promotion of business

5. The purpose of economic activity is _____
 - a) Profit making
 - b) Customers satisfaction
 - c) Meet customers need and wellbeing for community
 - d) Market development

- (B) 1. State Difference between Economic and Social objective.
2. Describe the Barriers of Social Responsibility.

10

Q-4 (A) Give the answer of following:

05

1. Ethics is derived from the Greek word _____
 - a) Ethical
 - b) Ethos
 - c) Ethnic
 - d) Esthetical

2. The philosophy of management is related to the _____

- I) Established Goal
- II) Set of value Goal
- III) Concern with Management Goal
- a) All above
- b) Any two
- c) Any one
- d) None

3. Ethics is _____ science.

- a) Technological
- b) Political
- c) Normative
- d) Variances

4. The Meaning of word "ETHICS" is _____

- a) Human value
- b) Character
- c) Business grow
- d) Benefit

5. The Ethics Principles is _____

- a) Personal and professional conduct
- b) Private conduct
- c) Personnel appraisal
- d) Professionalism

(B) Define "Business Ethics". Why Ethics is necessary in business. 10

OR

Q-4 (A) Answer True or False: 05

- 1. Ethics principles are personal and professional conduct.
- 2. Business ethics is concerned with moral values.
- 3. Profit is a first in modern concept.
- 4. Customers is the second priority of the business
- 5. Ethics is not involved only in business but in all human activities.

(B) Write short notes on: (Any two) 10

- 1. Ethics and Profit
- 2. Social Audit
- 3. Social Responsibility and Profit

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