

(15)

SARDAR PATEL UNIVERSITY  
B.B.A (ISM) –SEMESTER- II (NC) EXAMINATION (CBCS)  
2014  
22<sup>th</sup> FEBRUARY,  
02.30 PM TO 04.30 PM

CORPORATE SOCIAL RESPONSIBILITY (UM04CBB507) Um02CBB504

TOTAL MARKS: 60

Q.1 What is Ethics? Discuss its nature, objectives and features in detail. 15

OR

Q.1 A) Explain meaning of Business Ethics. Discuss factors affecting business ethics. 07

B) Write connection of Ethics and Business Ethics, discuss positive aspects of Business Ethics. 08

Q.2 A) Conceptually define Social Responsibility. Write reasons of CSR. 08

B) Write note on argument in favor of CSR. 07

OR

Q.2 Inscribe various social responsibilities toward various stake holders. How to implement CSR in an Enterprise? 15

Q.3 (A) What is Corporate Governance? Explain historical development of Corporate Governance. 08

B) Which are the factors pushing to began corporate governance. 07

OR

Q.3 Write note on : 1. Important Issues on Corporate Governance 15  
2. Corporate Governance in India

Q.4 Write note on ( any Two) 15

- a. Practices of Corporate Reporting
- b. Reporting Standards
- c. Need & Importance of Reporting
- d. CSR Practices

\*\*\*\*\* ALL THE BEST\*\*\*\*\*