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SARDAR PATEL UNIVERSITY
B.B.A (SEM II) CBCS (REGULAR) (ISM) EXAMINATION

2016

Wednesday, 19th October

2.00 p.m. to 4.00 p.m.

UM-02-CBB-S04 Corporate Social Responsibility

Maximum Marks: 60

- Note:** 1. Write your answer according to its weightage.
2. Figures to the right indicate full marks of the questions.

- Q-1 A What is Business Ethics? What is the need of Business Ethics? 06
B Explain arguments in favor of Business Ethics. 09
- OR**
- Q-1 A What are the features of Ethics? Also explain its nature and objectives. 15
- Q-2 A Explain the ways of implementing Corporate Social Responsibility in Business Organization. 08
B Write note on "Corporate Social Responsibility Practices". 07
- OR**
- Q-2 A Write in detail arguments in favor of Corporate Social Responsibility. 08
B Define Corporate Social Responsibility. Explain reasons for corporate social Responsibility. 07
- Q-3 A What is Corporate Governance? Explain its historical Background. 07
B What are the factors behind the origin of Corporate Governance? 08
- OR**
- Q-3 A Write in detail regarding Corporate Governance in India. 09
B Explain important issues of Corporate Governance. 06
- Q-4 A Define Social Responsibility Reporting. Explain Reporting Standards in detail. 08
B Explain Importance of Social Responsibility Reporting. 07
- OR**
- Q-4 Write in detail need and practices of Social Responsibility Reporting. 15

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