

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.**  
**(For candidates admitted during the academic year 2023-2024)**

**B.Com DEGREE EXAMINATION - NOVEMBER 2024**  
**COMMERCE**  
**THIRD SEMESTER**

**COURSE : MAJOR CORE**  
**PAPER : BUSINESS ETHICS AND SOCIAL RESPONSIBILITY**  
**SUBJECT CODE : 23CM/MC/ET33**  
**TIME : 3 HOURS** **MAX. MARKS: 100**

<b>Q. No.</b>	<b>SECTION A</b> <b>Answer all questions:</b>	<b>(5 x 2 = 10 marks)</b>	<b>CO</b>	<b>KL</b>
1.	Define Ethics.		1	1
2.	Explain the term Globalisation.		1	1
3.	List down any two significance of CSR.		1	1
4.	What is ESG?		1	1
5.	Recall the concept of whistle blowing.		1	1
<b>Q. No.</b>	<b>SECTION B</b> <b>Answer all questions:</b>	<b>(5 x 2 = 10 marks)</b>	<b>CO</b>	<b>KL</b>
6.	Define community volunteering.		2	2
7.	What is the role of ethics in business?		2	2
8.	List down any three driving forces of CSR.		2	2
9.	Write a short note on corporate sustainability.		2	2
10.	What is insider trading?		2	2
<b>Q. No.</b>	<b>SECTION C</b> <b>Answer any two questions:</b>	<b>(2 x 10 = 20 marks)</b>	<b>CO</b>	<b>KL</b>
11.	Enumerate the drivers of CSR.		3	3
12.	Explain the various ways in which companies can engage in philanthropic activities.		3	3
13.	Elaborate on the unethical issues in finance.		3	3
<b>Q. No.</b>	<b>SECTION D</b> <b>Answer any two questions:</b>	<b>(2 x 10 = 20 marks)</b>	<b>CO</b>	<b>KL</b>
14.	Explain the CSR initiatives of organizations towards the stakeholders.		4	4
15.	Examine the ethical practices that would help in increasing the brand image of business.		4	4
16.	Analyze the process of hostile takeover and its impact on shareholders.		4	4
<b>Q. No.</b>	<b>SECTION E</b> <b>Answer any two questions:</b>	<b>(2 x 20 = 40 marks)</b>	<b>CO</b>	<b>KL</b>
17.	Explain Archie Carroll's CSR model.		5	5
18.	Assess the unethical practices in marketing and advertising with suitable examples.		5	5
19.	Appraise the role of government in managing environmental social governance.		5	5
20.	Evaluate the ethical dilemma in business with suitable examples.		5	5

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