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Your Roll No.....

Sr. No. of Question Paper : 5706
Unique Paper code : 61015902
Name of the Paper : Ethics and corporate social Responsibility (GE)
Name of the Course : **Bachelor of Management Studies (BMS),**
2022 LOCF
Semester : II
Duration : 3 Hours
Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. All questions carry equal marks.
3. Attempt any 5 questions.

1. Apple is a world leader in producing innovative electronic goods and technology. In 2011 Apple's net sales were estimated at \$108.2 million. Its net sales in 2011 increased by 60% compared to 2010.113 Apple worldwide employs 60,400 full-time people and 2,900 temporary employees and contractors. The limited transparency of Apple's supplier sustainability policy has often been criticized in the media.120 In February 2010 Apple also turned down two shareholders' sustainability proposals to establish a sustainability report on Apple's environmental policies and the impact that climate change has on the company. The other proposal was to establish a board of directors' sustainability committee.121 A well-known conflict involving Apple's suppliers is the suicides at Foxconn. Concerning workers' health and safety conditions at the suppliers, in May 2010 two workers were killed and sixteen employees were injured during an explosion at Foxconn. The Guardian reported that workers from Wintek had been poisoned by n-hexane, a toxic chemical used to clean the touch screens of iPhones. The employees complained that the compensation Wintek offered for the health damage was not sufficient. The workers who did receive compensation were asked to resign from their jobs.

In the light of the above case study, please explain why corporate social responsibility is important and how should apple respond in such a scenario. Explain the importance of code of conduct in an organisation? (15)

2. "A triple bottom line framework seeks to gauge a corporation's level of commitment to corporate social responsibility and its impact on the environment over time"
Discuss the statement in light of Triple bottom line approach with examples? (15)

3. "Ethics are a collection of principles of right conduct that shape the decisions people or organizations make. Practicing ethics in marketing means deliberately applying standards of fairness, or moral rights and wrongs, to marketing decision making, behavior, and practice in the organization". Do you agree with this statement. Discuss if today's organisations are following the principles of ethics in marketing with examples?
(15)
4. "If an action produces most utility, is it always moral?". Discuss the statement in light of Utilitarian approach to ethics with examples. Differentiate between deontological and utilitarian approach of ethics?
(15)
5. Write short notes on any three of the following:
- a) Corporate citizenship
 - b) Global Reporting initiative
 - c) KYOSEI
 - d) Whistle blower policy
 - e) National voluntary guidelines on social, environment, economic responsibilities of the business
(15)
6. Indesign trading can be eegalised. Discuss the statement and support your answer with reasons.
(15)
7. Descuss schedule VII of the companies Act 2013 Which mentions the activities companies can undertake under CSR. is CSR is mendatory for the companies in India?
(15)