



Chhatrapati Shahu Ji Maharaj
University, Kanpur

Answer Script Details
Barcode 6678556

Roll No. 23070002068
Total Mark 32/37.50

Exam BACHELOR OF BUSINESS ADMINISTRATION_DEC-202
Subject F010103TA - BUSINESS ETHICS AND GOVERNANCE

Question wise Mark Summary

Q.No Mark Q.No Mark Q.No Mark Q.No Mark

1A NA/6

1B 5.5/6

1C NA/6

1D NA/6

1E 5.5/6

1F NA/6

1G NA/6

2 11/12

3 NA/12

4 NA/12

5 10/12

INSTRUCTION TO THE CANDIDATE FOR FILLING PART-I

1. Read the instructions carefully given on the answer script and admit card.
2. Write Date of Exam, Shift, Paper Code & Name of Subject Correctly.
3. Write Name & Roll No. Correctly.
4. Write Semester & Branch Correctly.

INSTRUCTION TO THE CANDIDATE FOR FILLING PART-III

Use blue or black ball point pen for writing alphabets & numerals in boxes.

2. Carefully study the example before you start marking.
3. As shown in the example below, blacken the circles completely.



4. Make no Stray marks on this sheet.

5. DO NOT WRITE OR MARK ON THE BAR CODE.

IN ORDER TO AVOID UFM (UNFAIR MEANS) :

1. The Roll No. and Answer Book no. found elsewhere or any other symbol found in the answer book will be treated as unfair means.
2. Any tampering of Bar Code and Booklet no shall be treated as Unfair Means.
3. Do Not bring the materials like slip of paper/mobile/digital diaries/ study material/ revision notes in examination hall. Possession of the mobiles/ digital diaries/electronic/digital/ watch and any other electronic gadget except memory less scientific calculator shall be considered as UFM case.
4. Do not keep or paste currency note in answer script it shall be consider as UFM.

अनुचित साधन से बचने हेतु :

1. उत्तर पुस्तिका के निर्दिष्ट स्थान को प्रोव्हाइज अनुक्रमिक एवं उत्तरपुस्तिका का क्रमांक नहीं और न लिखें तथा कोई भी चिह्न न बनायें क्योंकि यह अनुचित साधन प्रयोग की परिधि में आता है।
2. उत्तर पुस्तिका के बायकोड अथवा उत्तर पुस्तिका संख्या पर छेद याद करने पर अनुचित साधन प्रयोग माना जावेगा।
3. परीक्षा कक्ष में निम्न वस्तुएं साथ न लायें, जैसे लिखे हुए कागज के टुकड़े, मोबाइल, डिजिटल काली, डिजिटल काली, काली, पुराना या नया कम्प्यूटर जो अनुचित साधन के अन्तर्गत आती है। कोकल संशोधन प्रयोग में ही वैज्ञानिक लेस साइंटिफिक कैलकुलेटर ले जाने को अनुमति दी जाती है।
4. उत्तर पुस्तिकाओं में कपड़े न रखें न ही उत्तर पुस्तिका में चिपकावें। ऐसा करने पर अनुचित साधन प्रयोग की परिधि में आता है।

उत्तरपुस्तिकाओं को भरने के लिए निर्देश

1. प्रवेश पत्र एवं उत्तर पुस्तिका पर दिखे गये निर्देशों को ध्यान से पढ़ें।
2. कवर पृष्ठ के दूसरी तरफ कुछ न लिखें।
3. उत्तर पुस्तिका के पृष्ठों पर दो-दो तरफ लिखें।
4. प्रश्न पत्र पर अपने अनुक्रमिक को अतिरिक्त कुछ न लिखें।
5. प्रश्न पत्र कोड एवं प्रश्न पत्र ID सावधानी पूर्वक लिखें।
6. अपनी तिथि स्पष्ट लिखें।
7. उत्तर पुस्तिका के पृष्ठों की संख्या देखें। अगर उत्तर पुस्तिका में पृष्ठ (1-24) से कम है या कटे हुए हैं, तो परीक्षा शुरू होने से पूर्व दूसरी उत्तर पुस्तिका ले लें।
8. प्रश्नपत्र को देख, यदि प्रश्नपत्र के विषय कोड, विषय का नाम तथा प्रश्न में कोई त्रुटि है तो उसके परीक्षा शुरू होने से 30 मिनट के अन्दर कक्षा विधिवत को तत्काल सूचित करें, उसके बाद विरथीकरण प्रारंभ होई नहीं करी जायेगी।
9. प्रश्नों के उत्तर लिखने के लिये पेन्सिल का प्रयोग न करें।
10. बी कोपी या अतिरिक्त टाक नहीं दिया जायेगा।

INSTRUCTION TO THE CANDIDATE

1. Read the instructions carefully given on the Question Paper, Admit Card & Answer Script.
2. Do not write anything on back side of the cover page.
3. Write on both sides of pages of answer book.
4. Do not write anything on question paper except Roll Number.
5. Write Paper Code & Question Paper Id carefully.
6. CHECK the number of pages (1-24) or any other kind of damage in your answer script, if found than change the answer script immediately before the commencement of examination.
7. CHECK the Question Paper for any kind of discrepancy e.g. Subject Code, Sub Name, and Question of the Question Paper during first THIRTY MINUTES of the commencement of the exam, so that it can be corrected in TIME. After that no corrections shall be entertained by the university.
8. Do not use pencil for answering the question.
9. Write status correctly e.g. those appearing in carry over papers should fill in status as Carry Over. Those appearing as Ex-Students should fill in status as ex.
10. No supplementary answer book & graph paper will be provided.

INSTRUCTION TO THE CANDIDATE FOR FILLING PART-IV

1. Use blue or black ball point pen for writing alphabets & numerals in Boxes.
2. Use blue or black ball point pen for filling the circles.

	1	8	1	5	4	3	2	1	6	9
--	---	---	---	---	---	---	---	---	---	---

0	0	0	0	0	0	0	0	0	0	0
1	●	1	●	1	1	1	1	●	1	1
2	2	2	2	2	2	2	●	2	2	2
3	3	3	3	3	3	●	3	3	3	3
4	4	4	4	4	●	4	4	4	4	4
5	5	5	5	●	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6	●	6
7	7	7	7	7	7	7	7	7	7	7
8	8	●	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9	●

Note- If your Roll No. is of 10 digits. Please leave first three columns .



Paper Code

F 0 1 0 1 0 3 T



1

Section - 1 ✓

Question no-1

Answer - 1 (B)

Social Audit

Social Audit

↓
a tool

↓
that ^{checks} enquires the social performance of an organisation

↓
Compares the executed social performance with the planned performance.

→ Social audit is a tool which checks the total social welfare done by an organisation or company. ✓

→ Social audit also compares ^{between} the executed social welfare and the planned social welfare schemes. If any difference is found, it helps in taking corrective measures.



Paper Code

F 0 1 0 1 0



2

→ Social audit is of two types :

① Internal Social audit ② External social audit

↓
When social audit is done by that organisation itself then it is known as internal social audit.

↓
When social audit is done by government then it is known as external social audit.

Importance of Social Audit

- Social audit helps in creating a public image of the company.
- Social audit also leads to the growth & expansion of business.
- Social audit is done for society or social welfare.
- Social audit also focuses on business terms.
- Social audit helps the society in getting the several benefits from the organisation.
- Social audit is important for both the business and society.

Do Not Write anything in this Portion



Paper Code

F 0 1 0 1 0 3 T



3

Answer - I (E)

Corporate Social Responsibility

CSR

↓
Company's moral obligation towards society

↓
Welfare for the society

↓
In Company's act 2013, Section 135

⇒ 'Corporate Social Responsibility' is company's moral obligation towards society. CSR works for the society and it is an important term for business as well as society.

⇒ CSR refers to what an organisation does, over and above the statutory requirement of the society.

⇒ CSR is also done for the long run interest of the stakeholders.

⇒ CSR are done by specially those companies which have turnover of 1000 Crores and make profit of almost 5 Crores.



→ Why is Corporate Social Responsibility important? -

Corporate Social Responsibility is important because -

- CSR is important because it helps in building image.
- CSR leads to the growth and development of the business.
- CSR helps in the growth of society.
- CSR is important as it has taken responsibilities for all the stakeholders. Customers, owners, investors, employees, society, etc.
- With the help of CSR, companies are able to get the better brand image.
- CSR also has responsibilities for government, and this makes the government not indulge in their work.



Paper Code

FO10103T



5

Section - 'B'

Answer - 2

Introduction -

Ethics



a term



Differentiates between what is right and what is wrong.

Business Ethics



Set of moral guidelines or principles



Govern the activities of a business or business activities

Ethics

'Ethics' is a term derived from the Greek word 'Ethos' which means 'character'. Ethics influences the human behaviour and it helps in differentiating between 'what is right or what is wrong'. It also helps in differentiating between fair and unfair human practices.

Ethics build the character, personality of a person.

P.T.O



Paper Code

F010103T



6


Business Ethics

• Business ethics refers to the moral principle or guidelines that helps in governing the activities of a businessman and of a business.

⇒ Business ethics is applied in the business with many scenarios.

Use of Business Ethics in Business :-

→ Business ethics is implemented in business and helps in-

- Building customer  loyalty.
- Building public image.
- Helps in avoiding unfair trade practices.
- Helps in the growth and development of business.
- Helps in creating a good working environment and a good corporate culture.

Do Not Write anything in this Portion



Paper Code

F 0 1 0 1 0 3 T



7

Morality - Morality is a relative term, it has the connections with 'religious beliefs'.

Business Ethics Vs. Morality

'Business ethics' and 'Morality' are both different forms.

- ⇒ 'Business ethics' is certainly related with business while 'morality' is related with religious beliefs.
- ⇒ 'Business ethics' are same in business while 'morality' differs from individual to individual.
- ⇒ 'Business ethics' is something that can be learned from books or literatures while 'morality' is something we learn from experiences and it grows within us.
- ⇒ 'Business ethics' may or may not be followed in every business but without 'morality' a person is of no use.
- ⇒ 'Business ethics' is optional but 'morality' is pervasive and needed.



Paper Code

F010103T



8

Conclusion

Business Ethics and **Morality** are two different terms but both are equally important. **Business ethics** builds the image of a company and **Morality** builds the personality of a person.

A business should also follow all the moral guidelines, it will lead the business in the long run with loyal customers, happy employees and safe environment of business. ✓

Do Not Write anything in this Portion



Paper Code

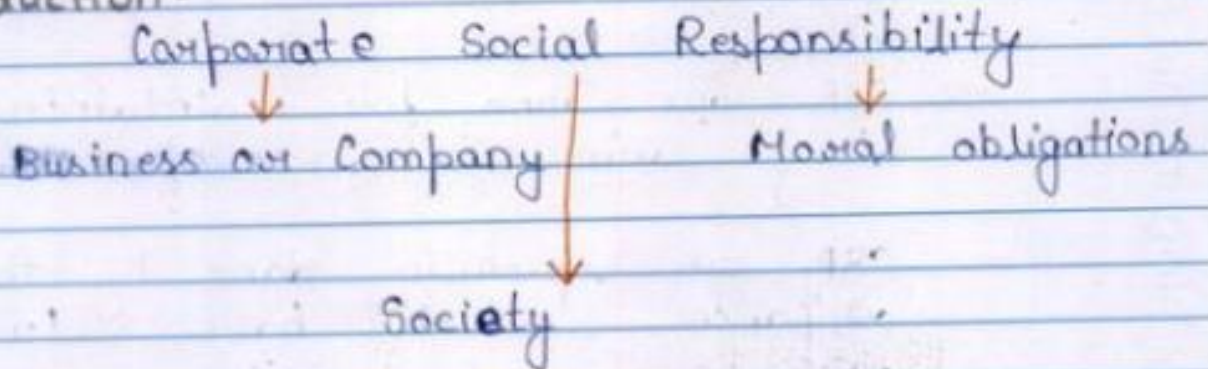
F0101037



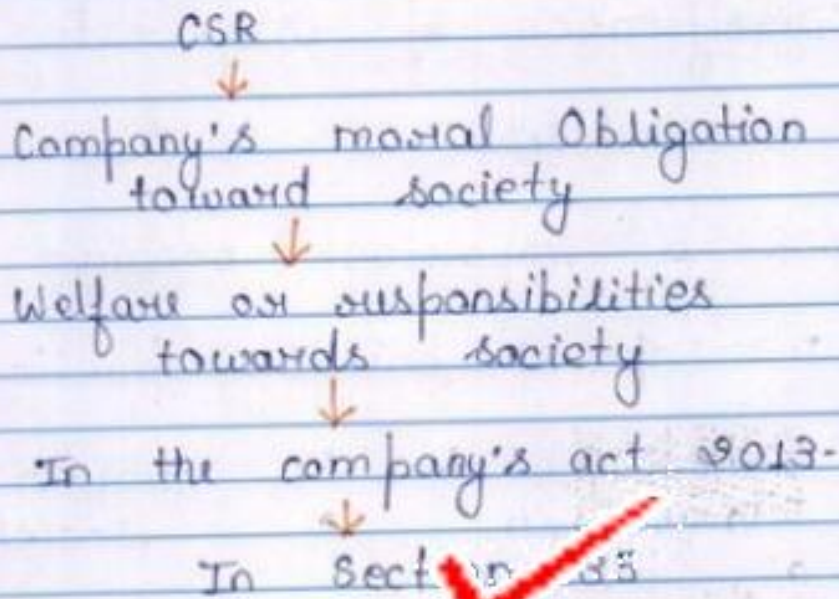
9

Answer - 5

Corporate Social Responsibility
Introduction -



CSR -



⇒ Corporate Social Responsibility is a company's responsibilities towards society.

P.T.O



Paper Code

F010103T



10

⇒ To do CSR activities is now mandatory for companies as it has been specified in the Company's act 2013 in section 135.

⇒ CSR are done for maintaining long run interest of stakeholders.

⇒ CSR are specially done by those companies which have turnover of 1000 cr. and profit of 5 cr.

• Significance of Corporate Social Responsibility in Modern Business -

CSR is important because it :-

⇒ It helps in building public image.

⇒ It helps in the growth and development of society as well as business.

⇒ With the help of CSR, companies are able to build better brand image.



Paper Code

F010103T



11

→ CSR is important because it has responsibilities towards its stakeholders - like:

• Responsibility towards -
Owners or Investors

- ① Confirm regular return on their investment.
- ② Confirm safety of investment.
- ③ Provide them information about company's position.

• Responsibility towards -
Employees

- ① Fair remuneration and wages.
- ② Good corporate culture
- ③ Service benefits
- ④ Providing them bonus and rewards for their performance.

• Responsibility towards -
Customers

- ① Quality products.
- ② Reasonable prices
- ③ Proper information.



Paper Code

F010103T



12

• Responsibility towards society -

① Steps against pollution.

② Social welfare

③ Use of natural resources.

• Towards Government -

① Payment of tax.

② Following rules and regulations.

③ Fair trade practices.

Conclusion -

All these responsibilities ✓ CSR helps in business, its image and brand.

End -

Do Not Write anything in this Portion



Paper Code

--	--	--	--	--	--	--	--	--	--



13

X

✓

X

Do Not Write anything in this Portion



Paper Code

--	--	--	--	--	--	--	--	--	--



14

X

X



Paper Code

--	--	--	--	--	--	--	--



15

X

Do Not Write anything in this Portion



Paper Code

--	--	--	--	--	--	--	--



16

X



Paper Code

--	--	--	--	--	--	--	--



17

X

Do Not Write anything in this Portion



Paper Code

--	--	--	--	--	--	--	--	--	--

X



18

X



Paper Code

--	--	--	--	--	--	--	--



19

X

Do Not Write anything in this Portion



Paper Code

--	--	--	--	--	--	--	--	--	--



20

X

X



Paper Code

--	--	--	--	--	--	--	--	--	--



2



Do Not Write anything in this Portion



Paper Code

--	--	--	--	--	--	--	--	--	--



22

X



Paper Code

--	--	--	--	--	--	--	--



23

X

Do Not Write anything in this Portion



Paper Code

--	--	--	--	--	--	--	--	--	--

X



24

X

X