



MBA DEGREE EXAMINATIONS: NOV/DEC 2024

(Regulation 2020)

Third Semester

MBA - INNOVATION ENTREPRENEURSHIP AND VENTURE DEVELOPMENT

P20IES3110: Business Ethics and Social Responsibility for Sustainability

COURSE OUTCOMES

CO1: Explain Professional Ethics and Social Responsibility

CO2: Analyze Stakeholder management in Corporate Social Responsibility

CO3: Formulate Social Responsibility strategy and roadmap for businesses.

Time: Three Hours

Maximum Marks: 100

Answer all the Questions:-

PART A (10 x 2 = 20 Marks)

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| 1. Define sustainability in a modern society. | CO1 | [K ₁] |
| 2. What are the core values of business corporations concerning sustainability? | CO1 | [K ₁] |
| 3. List any two applications of business ethics in the field of sustainability. | CO1 | [K ₁] |
| 4. Explain the role of trust in business ethics. | CO1 | [K ₂] |
| 5. State the challenges that administration ethics face in the context of sustainability. | CO1 | [K ₁] |
| 6. What is the importance of integrity in business ethics? | CO1 | [K ₁] |
| 7. Infer the relationship between corporate social responsibility (CSR) and stakeholder management. | CO2 | [K ₂] |
| 8. Contrast between the Millennium Development Goals (MDGs) and the Sustainable Development Goals (SDGs). | CO1 | [K ₂] |
| 9. How does corruption challenge administration ethics? | CO1 | [K ₁] |
| 10. Relate an example of how business ethics can be applied in stakeholder management. | CO2 | [K ₂] |

Answer any FIVE Questions:-

PART B (5 x 16 = 80 Marks)

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| 11. Analyze how business ethics values such as integrity and accountability contribute to the sustainability of business corporations. | CO1 | [K ₄] |
| 12. Evaluate the role of corporate social responsibility (CSR) in promoting | CO2 | [K ₅] |

sustainability in stakeholder management, providing examples from real-life business cases.

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|-----|--|-----|-------------------|
| 13. | Examine the theoretical framework for administration ethics and its relevance to achieving sustainability in a competition-driven state. | CO1 | [K ₄] |
| 14. | Create a framework that integrates the UN Sustainable Development Goals (SDGs) with the core principles of business sustainability in corporate governance. | CO3 | [K ₆] |
| 15. | Critically assess the criticisms surrounding the Sustainable Development Goals (SDGs) and how businesses can address these challenges through sustainable practices. | CO3 | [K ₅] |
| 16. | Examine the evolving role of civil society and partnerships in achieving the UN Sustainable Development Goals (SDGs) and their impact on business sustainability. Provide examples to support your answer. | CO3 | [K ₄] |
