

2019

## BUSINESS ADMINISTRATION — HONOURS

Eighth Paper

Group - B

(Business Ethics and Business Environment)

Full Marks : 50

*The figures in the margin indicate full marks.**Candidates are required to give their answers in their own words as far as practicable.*

## Section – I

Answer *question no. 1* and *any one* from the rest.

1. (a) Explain the relationship between Business Ethics and Corporate Social Responsibility. 5+5  
(b) Distinguish between protection of privacy vs Disclosure of Information. 15
2. Discuss the nature and significance of Business Ethics in the global Regime. 15
3. Write short notes on (*any three*): 5×3
  - (a) Corporate governance
  - (b) Whistle Blowing
  - (c) Virtue Ethics
  - (d) Ethical Leadership.

## Section – II

Answer *question no. 4* and *any one* from the rest.

4. In the light of the PESTEL framework, diagnose the activities of ITC Ltd. in the preserved food industry. 10
5. (a) Discuss the impact of Sustainable Development on Business Enterprises. 7+8  
(b) Discuss the concept of Green Marketing. 15
6. Write short notes on (*any three*): 5×3
  - (a) Pollution prevention
  - (b) Triple Bottom line
  - (c) Natural Capitalism
  - (d) Environmental Risk.