



INDIAN INSTITUTE OF MATERIALS MANAGEMENT

Dec 2022

Post Graduate Diploma in Logistics & SCM
Post Graduate Diploma in Materials Management - 2 years
PAPER No.4 (enrollment code –CPM, CPS)
PAPER No. 5, (enrollment code- PMM,PSM, CMM,CSM)
Business Ethics and Corporate Social Responsibility

Date :15.12.2022
Time : 2.00 p.m. to 5.00 p.m.

Max. Marks : 70
Duration : 3 Hrs.

Instructions:

1. From Part A – answer all questions (compulsory). Each sub questions carries 1 mark. **Total : 20 Marks**
2. From Part B – Answer any 3 questions outof 5 questions. Each question carries 10 marks. **Total :30 Marks**
3. Part C is a case study (compulsory) with questions. Read the case study carefully and answer the questions **Total: 20 Marks**

Part – A

20 Marks

(Attempt all questions. Each sub question carries 1 mark.)

Q.1 Select the right answers from the given choices [5 marks]

- 1) In the words of Peter F Drucker ethics deals with_____ of individuals
a. Right actions b. right advice c.right decision
- 2)Absolutism is the process of taking normative ethical decisions based on _____rules
a. Subjective b objective c.decisive
- 3) According to Raymond C Baum hart the ethics of business is the ethics of _____.
a. Competitiveness, b. Responsibility c. Marketability
- 4) An organization driven by _____is preferred by employees
a. Values, b.market share, c. Mission
- 5) Lessons of theBhagavat Gita that found use in business include notion of time, performance metrics and_____.
a. Assessment b. Norms c. Provisions.

Q.2. State True or False [5 marks]

- 1)An individual can simply sail through life and expect things to fall into place
- 2)Ethos is generally derived from culture
- 3) Personal relationships are prioritized in the Indian style of management.
- 4)CSR initiatives rarely help in attracting and retaining talented and efficient employees in an organisation
- 5) Intuition refers to individual's ability to understand a situation to be taken place in future instinctively

Q.3 Abbreviations – expand it [5 marks]

- 1) DSD 2)SDG 3) UNGC 4)VBM 5) UNESCO

Q.4 Fill in the blanks [5 marks]

- 1) An organization can implement CSR strategy using the model PLAN, DO, CHECH and_____
- 2) Companies with turnover of Rs.1000 CR have to spend ___% of their profit on CSR
- 3) India is the _____ country in the world that required mandatory CSR investments by corporates
- 4) Ethics refers to a set of standards that have been developed a result of human _____and experience
- 5)To overcome the situation of ethical dilemma, suggestions should be taken from_____

PART B

30 marks

(Attempt any 3 . Each question carries 10 marks)

- Q.5 a)** Describe the concept of Ethos and differentiate between ethos and ethics? **[5 marks]**
- b)** State the difference between Indian management and western style of management? **[5 marks]**

- Q. 6. a)** Explain the values and types of values and their significance? **[5 marks]**
- b)** Explain Value based Management? **[5 marks]**

- Q.7.a)** Explain the meaning of corporate governance? **[5 marks]**
- b)** Describe the principles of corporate Governance **[5 marks]**

- Q.8. a)** Define Corporate Social Responsibility and driving forces of CSR in India **[5 marks]**
- b)** Explain CARROL's CSR pyramid and how to gain competitive advantage by using CSR? **[5 marks]**

- Q.9 Write short notes on any Two [2 x 5 = 10 marks]**
- a) Sustainable development.
- b) Management lessons from the Indian Epics.
- c) Role of UN in framing guidelines for sustainable development.
- d) Concept of Public Procurement.
- e) Types of values.

PART C

20 marks

Q. 10. Case study – Compulsory

Thapa Private limited company formed by young professionals (Engineers, Lecturers and businessmen). Initially everybody was enthusiastic about the project implementation. The product selected was Digital Temperature Controller for industrial use especially for ovens and furnaces. After collecting initial investment amount from all shareholders, company was registered. (Memorandum and articles of association was made and submitted to Registrar of companies). Company took possession of land and made a factory building. Prototype was made and tested and found to be working good. Two years passed by the time company made the first sample lot. Money collected was fully exhausted and company had difficulty in clearing the payments to external stakeholders. Salary to employees were delayed

As there was substantial delay in getting approval, making prototypes and sample approval, many of the shareholders showed displeasure and stopped financial support. Even banks were not ready to extend any help because they were not sure about the feasibility of the project

- 1. Define two types of stakeholders of this company
- 2. What was the problem faced by the company
- 3. Define values of external and internal stakeholders
- 4. How many stakeholders are there related to this case and classify them\

