



INDIAN INSTITUTE OF MATERIALS MANAGEMENT

June 2024

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)(OFFLINE Exam)
Business Ethics and Corporate Social Responsibility

Date : 13.06.2024

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 out of 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) Ethics is concerned with human _____.
a).Behavior b) norms c). command
- 2) _____ - A state of calmness and composure.
a) Equanimity b) depression c) joy
- 3) _____ is the minimum number of board members required to constitute a CSR committee?
a) Three b) Four c) Two
- 4) An organization can implement the CSR strategy using the model of 'Plan, Do, Check and _____.
a) direct b) control c) improve
- 5) A common barrier in the implementation of CSR is the unavailability of _____.
a) resources b) materials c) money

Q.2. State True or False

[5 marks]

- 1) Businesses cannot operate in an isolated economically oriented environment.
- 2) Business ethics is a system of moral principles applied in a business environment.
- 3) Without Dharma, Artha and Kama cannot be balanced.
- 4) A good value system is necessary to facilitate technological advancements.
- 5) There are 14 essential laws of Karma .

Q.3 Abbreviations – expand it

[5 marks]

- 1 .IEM 2. HUF 3.NVG 4. DSD 5.OECD

Q.4 Fill in the blanks

[5 marks]

- 1) Greek word _____ which means character, manner.
- 2) Organizations that are guided by ethics and values are ----- in the long run.
- 3) Ethics, when used as an adjective, relates to _____.
- 4) _____ denotes the final liberation from worldly pursuits.
- 5) We all create _____ every second of the day, and our Karma affects us every second.

PART B
(Attempt any 3 . Each question carries 10 marks)

(30 Marks)

- Q.5 a) Explain Kohlberg's Model of Cognitive Moral Development? [5 marks]**
b) List and explain the lessons learnt from the Mahabharata scripture? [5 marks]
- Q. 6. a) Write on Purushartha—the purpose of human life? [5 marks]**
b) Discuss Value based Management? [5 marks]
- Q.7.a) What are the steps involved in managing ethical Dilemma as per renowned ethicist R. Kidder? [5 marks]**
b) write down different leadership styles of Karta? [5 marks]
- Q.8. a) Describe the key principles of corporate governance? [5 marks]**
b) Explain the meaning of sustainable development and the need for businesses to take part in it?[5 marks]
- Q.9 Write short notes on any two [2x 5 = 10 marks]**
- a) Norms. b) Elements of VBM . c) Bid rigging. d) Nishkam.

PART C

(20 Marks)

Q. 10. Case study – Compulsory

'My Coffee' Corporation is a leading coffee-house chain having its business operations spread across multiple locations worldwide. It has more than 15 thousand coffee stores in around 50 countries. Since the initiation of its coffee business in 1951, the company has been actively concerned about the issues of social and ethical responsibilities.

The main objective of My Coffee is to deliver a product which is not only beneficial for the company and its customers, but also beneficial for the environment.

The company has joined hands with an implementation partner named 'Ganga Water'. 'Ganga' Water ensures the availability of clean drinkable water to over a billion of people who do not have access to it.

My coffee gains a competitive advantage over other coffee companies as it is well known for giving back quality to the society.

The pillars on which CSR initiatives are based are environment, ethical sourcing and community.

The environment pillar stands strong as the company is committed to conserving and recycling of energy and water while also working on strategies to address climate changes.

The ethical sourcing pillar holds strength with the way it purchases its products. The company purchases its coffee, tea, cocoa and other substances from farmers and suppliers who meet certain defined ethical standards of production.

Similarly, it initiates for communal benefits too. The community stores developed by My coffee are partnered with local non-profit organizations. Such non-profit organizations work to satisfy the needs of the communities in which they are located.

My Coffees follows a strategy of donating a fixed amount on every transaction to the non-profit organizations for burning social issues like education, health, nutrition etc.

It also focusses on diversity at workplace and employs people from different backgrounds. The company also provides community-centric trainings to youth in the nearby location for getting ready with employability.

Questions the following questions with reference to above case study.

1. In which areas does My coffee CSR implementation take place?
2. Highlight the steps to be followed by companies like My Coffee for developing an effective CSR strategy.
3. How My Coffee gets the benefits of CSR?
4. Can you suggest any other creative CSR activity for this company?
5. What you like most as a CSR practice in above case?
