

Shri Bhausaheb Vartak Arts, Commerce and Science College, Borivali (West)

Program: - MCOM PART I

Sem: - I

Course: - BUSINESS ETHICS & CORPORATE SOCIAL RESPONSIBILITY

| Sr. No | Question | A | B | C | D | Answer | |
|---------------|---|---------------------|----------------------|-------------------|-----------------|------------------------|--|
| 1 | _____ states that an act is right if it results in the greatest good for greatest number of people. | Utilitarianism | Teleological | Deontological | Econometrics | Utilitarianism | |
| 2 | The word 'Ethics' is derived from the Greek word 'ethos' which means _____. | entire | truth | purpose | character | character | |
| 3 | _____ proposed that the social responsibility of business is to increase its profits. | Milton Friedman | Jeremy Bentham | John Stuart Mill | Robert Owen | Milton Friedman | |
| 4 | The _____ principle implies stewardship without ownership. | trusteeship | preservation | justice | virtue | trusteeship | |
| 5 | _____ affects all areas of life including family, finances and relationships. | Professional ethics | Personal ethics | Managerial ethics | Business ethics | Personal ethics | |
| 6 | Religion, culture and law are the _____ of ethics. | kinds | types | sources | consequences | sources | |
| 7 | Ethics is a branch of philosophy that addresses questions about _____. | morality | reality | mentality | existence | morality | |
| 8 | Gandhi's view of trusteeship was based on the belief that we do not really 'own' our wealth but are only of it. | trustees | possessors | proprietors | masters | trustees | |
| 9 | _____ ethics can be defined as the application of ethical values in business activities and operations. | Moral | Business | Personal | Religious | Business | |
| 10 | Business ethics help us to safeguard the _____ of consumers. | duties | costs | rights | liabilities | rights | |
| 11 | In 1996, the CII set up a National Task Force for corporate governance under the chairmanship of | Adi Godrej | Kumar Mangalam Birla | Narayan Murthy | Rahul Bajaj | Rahul Bajaj | |

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|----|---|----------------------|---------------------------------|--------------------------|------------------------|-------------------------------|--|
| 12 | _____ is the use of legal methods to minimize the amount of income tax payable by an individual or a business. | Tax planning | Tax evasion | Tax avoidance | Tax estimation | Tax avoidance | |
| 13 | Using _____ claims about the quality of a product is unethical advertising. | true | false | accurate | verifiable | false | |
| 14 | _____ is the illegal copying, distribution or use of software. | Software testing | Software piracy | Software architecture | Software validation | Software piracy | |
| 15 | The Parliament of India passed the first cyber law, the Information Technology Act in _____. | 1990 | 2009 | 2000 | 1995 | 2000 | |
| 16 | Disclosure of all information related to financial results is a principle of _____. | Corporate Governance | Corporate Social Responsibility | Corporate reputation | Corporate Citizenship | Corporate Governance | |
| 17 | _____ is a form of protection provided to the creators of 'original works of authorship'. | Copyright | Service mark | Patent | Trademark | Copyright | |
| 18 | SEBI was primarily established for ensuring _____ protection. | creditor | employee | employer | investor | investor | |
| 19 | In _____ advertising, one company promotes its goods by comparing them with that of a competitor. | comparative | generic | surrogate | puffery | comparative | |
| 20 | A fraudulent method used to access valuable personal information such as username and password is called _____. | plagiarism | privacy | phishing | piracy | phishing | |
| 21 | A _____ is a person who exposes any illegal or unethical activity occurring in an organization. | lobbyist | agent | whistleblower | director | whistleblower | |
| 22 | The custodian of investor interest in India is _____. | RBI | CBI | SBI | SEBI | SEBI | |
| 23 | _____ occurs when someone copies a product without being authorized to do so. | Forgery | Counterfeiting | Extortion | Plagiarism | Counterfeiting | |
| 24 | Insider trading is an _____ practice in the area of finance and accounting. | unethical | lawful | ethical | acceptable | unethical | |
| 25 | _____ has <u>NOT</u> been identified as a driver of Corporate Social Responsibility (CSR). | Companies Act, 2013 | Ecological sustainability | Free flow of information | Dictatorial leadership | Dictatorial leadership | |
| 26 | Little or no knowledge about Corporate Social Responsibility (CSR) within the local community is a _____ for its successful implementation. | advantage | benefit | challenge | benefit | challenge | |
| 27 | The _____ should play an important role in highlighting good examples of successful CSR initiatives. | media | creditors | distributors | agents | media | |

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|----|--|---------------------------|---------------------------|---------------------------------|--------------------------|----------------------------------|--|
| 28 | The challenges of putting the Triple Bottom Line (TBL) into practice relates to its _____. | characteristics | measurement | nature | meaning | measurement | |
| 29 | A _____ is the amount of greenhouse gases released into the atmosphere by a particular human activity. | oxygen footprint | fossil combustion | Deforestation | carbon footprint | carbon footprint | |
| 30 | The real economic impact the organization has on its economic environment is _____. | people | planet | profits | product | profits | |
| 31 | SA 8000 provides transparent, measurable, verifiable standards for certifying the performance of companies in _____. | four | five | nine | twelve | nine | |
| 32 | Association with _____ will result in damaging a company's reputation. | skilled staff | manual labour | workforce | child labour | child labour | |
| 33 | The central objective of the _____ model is to support the corporate's financial performance. | Best Goodness of Fit | Kanji- Chopra Model | CSR 2.0 Model | Pearl Model | KANJI - CHOPRA MODEL | |
| 34 | 11. Business ethics is a form of _____ ethics to | a. Complex | b. Factual | c. Applied | d. Normal | c. Applied | |
| 35 | 12. Indian ethos is based on _____ universal truths. | a. One | b. two | c. three | d. four | two | |
| 36 | 13. Milton Friedman was an _____ Economists. | a. American | b. German | c. Japanese | d. Russian | a. American | |
| 37 | 1. Marketing Mix consists of Right Price, Product, | a. People | b. Procedure | c. Promotion | d. Policy | c. Promotion | |
| 38 | 2. _____ is anything that can be sold in the | a. Product | b. Value | c. Loyalty | d. Vision | a. Product | |
| 39 | 3. _____ helps firms to track sales data. | a. MIS | b. CRM | c. CSR | d. MIR | a. MIS | |
| 40 | 10. CSR 2.0 Model was developed by _____. | a. Meehan and Richard | b. Wayne Visser | c. Kanji-Chopra | d. JRP Daza | b. Wayne Visser | |
| 41 | 11. _____ model refers to voluntary commitment | a. Stakeholder | b. Liberal | c. Ethical | d. Statist | c. Ethical | |
| 42 | 12. It is mandatory for certain companies to spend _____ of its average net profits during the three | 5% | 2% | 3% | 1% | 2% | |
| 43 | 13. A CSR program can be an aid to recruitment and | a. Retention | b. Revaluation | c. Reward | d. Recognition | a. Retention | |
| 44 | 1. The Ethical Trading Initiative was initiated | a. France | b. USA | c. Japan | d. England | d. England | |
| 45 | 2. Fair wear Foundation was launched in _____ | a. USA | b. Italy | c. Netherlands | d. Switzerland | c. Netherlands | |
| 46 | 3. The term "Triple Bottom Line" was coined | a. John Elkington | b. Peter | c. Philip Kotler | d. Adam smith | a. John Elkington | |
| 47 | 8. _____ involvement is a critical | a. Employee | b. Customer | c. Government | d. NGO | a. Employee | |
| 48 | 9. The term _____ is concerned with | a. Red HRM | b. Blue HRM | c. Yellow HRM | d. Green HRM | d. Green HRM | |
| 49 | 10. ISO 14000 is a series of _____ | a. Company | b. _____ | c. Health | d. Safety | b. Environmental | |
| 50 | 12. CCC means _____. | a. Clean Clothes Campaign | b. Control Credit Council | c. Consumer Clearance Committee | d. Clean Compact Company | a. Clean Clothes Campaign | |