

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -2 EXAMINATION- 2024

BBA-I Semester

COURSE CODE (CREDITS): 23BBWHS312 (4)

MAX. MARKS: 25

COURSE NAME: Ethics and Corporate Social Responsibility

COURSE INSTRUCTORS: Neena jindal

MAX. TIME: 1 Hour 30 Minutes

Note: (a) All questions are compulsory.

Q.No	Question	CO	Marks
Q1	What are the four main areas of CSR? Provide examples of companies that have successfully integrated CSR into their business models for long-term success?	CO-2	5
Q2	What defines business values in the context of the 21st century? What role do emerging technologies play in shaping modern business values?	CO-5	3+2
Q3	Analyze the role of advertising and marketing in shaping consumer perceptions of ethical brands.	CO-4	5
Q4	What are the different types of discrimination prohibited by law in the workplace? How can an employee report incidents of harassment?	CO-6	3+2
Q5	How does false advertising affect consumer rights? What resources are available for consumers to educate themselves about their rights?	CO-3	3+2