

SOMAIYA

VIDYAVIHAR UNIVERSITY

Dr. Shantilal K. Somaia School of Commerce and Business Studies

QUESTION PAPERS

BRANCH: Master of Commerce (Banking & Finance)	SEM: III
	OCT/NOV-2023

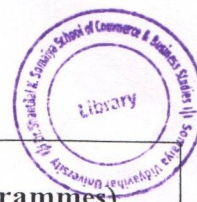
Sr. No.	Subject	Available
1.	Business Ethics & corporate Social Responsibility	
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Semester (July 2023 to October 2023)			
Examination: End Semester Examination October/November 2023 (UG/PG Programmes)			
Programme code: 24		Class: SY	Semester: III
Programme: Banking & Finance			
Name of the Constituent College: S K Somaiya College		Name of the Department: Accounting & Finance	
Course Code: 131P24 C301		Name of the Course: Business Ethics & Corporate Social Responsibility	
Duration: 2 Hrs.		Maximum Marks: 60	
Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary			

Question No.		Max. Marks	Co Attainment
Q.1	A) Define "Business Ethics". Explain the need and importance of Business Ethics.	8	CO1
	B) Explain the emergence of new values in Indian industries after the LPG Model of 1991.	7	CO1
	OR		
	C) Explain the concept of Work Ethos along with its features.	8	CO2
Q.2	D) Explain Friedman's Economic theory in detail.	7	CO1
	A) Write a note on Ethical Issues in-	15	CO2
	1- Advertising		
	2- Information Technology		
Q.3	3- HRM		
	OR		
	B) Explain the relationship between ethics and corporate excellence.	8	CO2
	C) Explain the concept of Corporate Philanthropy along with its types.	7	CO2
Q.4	A) Explain the responsibility of a business towards the following stakeholders-	15	CO3
	1- Employees		
	2- Society		
	3- Shareholders		
Q.4	OR		
	B) Explain the factors influencing CSR Policy.	8	CO4
	C) Explain the need and importance of Triple Bottom Line.	7	CO3+CO4
	Case Study		
Q.4	Enron scandal, series of events that resulted in the bankruptcy of the U.S. energy, commodities, and services company Enron Corporation and the dissolution of Arthur Andersen LLP, which had been one of the largest auditing and accounting companies in the world. The collapse of Enron, which held more than \$60 billion in assets, involved one of the biggest bankruptcy filings in		

<p>the history of the United States, and it generated much debate as well as legislation designed to improve accounting standards and practices, with long-lasting repercussions in the financial world.</p>		
<p>As the boom years came to an end and as Enron faced increased competition in the energy-trading business, the company's profits shrank rapidly. Under pressure from shareholders, company executives began to rely on dubious accounting practices, including a technique known as "mark-to-market accounting," to hide the troubles. Mark-to-market accounting allowed the company to write unrealized future gains from some trading contracts into current income statements, thus giving the illusion of higher current profits. Furthermore, the troubled operations of the company were transferred to so-called special purpose entities (SPEs), which are essentially limited partnerships created with outside parties. Although many companies distributed assets to SPEs, Enron abused the practice by using SPEs as dump sites for its troubled assets. Transferring those assets to SPEs meant that they were kept off Enron's books, making its losses look less severe than they really were. Ironically, some of those SPEs were run by Fastow himself. Throughout these years, Arthur Andersen served not only as Enron's auditor but also as a consultant for the company.</p>		
<p>As the details of the accounting frauds emerged, Enron went into free fall. Fastow was fired, and the company's stock price plummeted from a high of \$90 per share in mid-2000 to less than \$12 by the beginning of November 2001. That month Enron attempted to avoid disaster by agreeing to be acquired by Dynegy. However, weeks later Dynegy backed out of the deal. The news caused Enron's stock to drop to under \$1 per share, taking with it the value of Enron employees' 401(k) pensions, which were mainly tied to the company stock. On December 2, 2001, Enron filed for Chapter 11 bankruptcy protection.</p>		
<p>By evaluating the following case, answer the following questions:</p>		
<p>A) Enumerate the concept of Creative accounting with reference to Enron.</p>	8	CO2+CO3
<p>B) Provide your suggestions on this case and the mistakes you could have avoided citing examples from an ethical point of view.</p>	7	CO1+CO2+CO4