

DIPLOMA IN CORPORATE LAWS (CBCS-2024)
D.C.L. : SUMMER : 2025
SUBJECT: OPEN COURSE: BUSINESS ORGANISATION & ETHICS

Day : Saturday
Date : 24/05/2025

S-30267-2025

Time : 10:00 AM-01:00 PM
Max. Marks : 80

NB :

1. All questions are COMPULSORY.
2. All Questions carry EQUAL marks.

- Q. 1 Attempt ANY TWO of the following: (Short Notes) (8x2)
- a) Outsourcing
 - b) Business structure in Indian economy
 - c) Cooperatives
 - d) Entrepreneurship
- Q. 2 What is business? Explain the spectrum of business activities. (16)
- OR**
- Q. 2 What is small business? State how does the entrepreneurship help to build the society? (16)
- Q. 3 What is corporate excellence? Which key elements play a crucial role in corporate excellence. Elucidate (16)
- OR**
- Q. 3 Discuss in detail how business ethics and business and interrelated to make a business success. (16)
- Q. 4 Explain the working and features of multinational company. (16)
- OR**
- Q. 4 You have recently joined as a Regional Sales Manager of a mobile company and have been given a sales target for the year, which is unusually high as per your assessment. On surveying the market, however, you have observed that the competitors are achieving such targets. On a deeper analysis, you come across unethical practices of giving gifts, payments and hospitality benefits to dealers by their representatives. This is prohibited by the Uniform Code of Mobile Marketing Practices. You contacted the National Sales Manager in this regard but he hinted at achieving the released targets at whatever cost. You directed the Area Sales Managers to meet their respective targets while not engaging in the practice of unethical incentives to the dealers. They have communicated their concerns regarding their inability to meet the targets without provision of these perks and benefits.
- (a) What are the ethical dilemmas being faced by you in this context?
 - (b) Discuss the merits and demerits of the options available to you? Which of these will you choose and why?

(c) What are the ethical alternatives available to the pharmaceutical sector to market their products?

Q. 5 “Effective business practices are judged through corporate social responsibility of a business” Critically evaluate with relevant case laws. (16)

OR

Q. 5 Explain various emerging modes of business in current scenario in India. (16)

* * * * *

240525-m-nlc-pune