TUTOR MARKED ASSIGNMENT

COURSE CODE	**:**	**MCO-024**
COURSE TITLE	**:**	**Business Ethics and CSR**
ASSIGNMENT CODE	**:**	**MCO-024/TMA/2026-2027**
COVERAGE	**:**	**ALL BLOCKS**

Maximum Marks: 100

Attempt all the questions:

1. Discuss traditional, contemporary and post-modern theories of ethics. **(20)**

2. Explain the different approaches of business strategy for CSR in detail with suitable examples. **(20)**

3. What are the guidelines on CSR for CPSEs issued by DPE in 2010? **(20)**

4. a) Explain the need and scope of CSR Audit in detail. **(10+10)**

b) Explain corporate responsibility towards sustainable development.

5. Discus different perspectives of business ethics and Different theories of ethics. **(20)**

1. Discuss traditional, contemporary and post-modern theories of ethics. (20)

Answer

Ethics means the principles used to judge whether human actions are right or wrong. In business, ethics helps managers decide how they should deal with customers, workers, suppliers, investors and society. Ethical theories provide different ways of arriving at such decisions. They are broadly understood as traditional, contemporary and post-modern approaches. These approaches differ mainly in whether they give importance to consequences, duties, character, relationships or the context of a decision.

Traditional theories of ethics

Traditional theories try to establish general standards for moral conduct. Two major groups are consequentialist theories and non-consequentialist theories.

Consequentialism or teleological ethics. This view judges an action mainly by its results. An action is morally acceptable when it produces desirable consequences. Ethical egoism, for example, considers an action right when it promotes the individual's long-term interest. In business, however, an excessive focus on self-interest may encourage unsafe products or misleading advertisements. Utilitarianism, associated with thinkers such as Jeremy Bentham and J. S. Mill, asks us to choose the course that produces the greatest overall benefit for the greatest number. A firm comparing two manufacturing methods may consider employment, product quality, cost, public health and pollution before choosing one. Utilitarian thinking is useful for comparing alternatives, but a decision that benefits the majority can still unfairly harm a small group. Workers' basic rights should not be sacrificed only because the firm saves money.

Non-consequentialism or deontological ethics. This view gives priority to moral duties, principles and rights rather than only to final results. Immanuel Kant argued that people should act on principles they could reasonably want everyone to follow. People must be treated as ends in themselves, not merely as instruments for profit. For instance, a company should not use false statements to sell its product even when deception would increase revenue. Duty-based ethics encourages honesty, promise-keeping, respect for privacy and fair dealing. Its limitation is that duties may conflict, such as the duty to protect confidential information and the duty to warn the public about a serious hazard.

Rights and justice approaches. Rights-based ethics protects basic entitlements such as safety, informed choice, fair treatment and freedom from discrimination. A company must respect employee dignity even when a different policy would