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**M.A. IN FASHION RETAIL MANAGEMENT**

**Term-End Examination**

**December, 2012**

**MFM-044 : COMPLIANCE AND BUSINESS  
ETHICS**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : Section-A - attempt 4 out of 5 (10 marks each).  
Section-B - attempt 3 out of 5 (20 marks each).*

**SECTION - A**

1. Write short notes on *any four* out of 5.
  - (a) Importance of Ethics in an organization 10
  - (b) International Labor Organization 10
  - (c) C.S.R. in Marketing 10
  - (d) CT Pat Audit 10
  - (e) Environment friendly materials 10

## SECTION - B

Attempt *any three* out of *five*.

2. How C.S.R. helps an organization achieve profitability ? Give examples. 20
  3. How ethics in retailing help build brand image for a brand ? 20
  4. What do we mean by term code of conduct in global compliance. Explain in detail. 20
  5. Why global compliance and CT Pat audit is important for buyer ? 20
  6. How does less use of electricity, chemicals relate to concept of sustainability ? 20
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