

Daffodil International University
Final Examination, Fall-2025
Department of Business Administration
Faculty of Business & Entrepreneurship
Course Title: Business Ethics and Corporate Social Responsibilities
Course Code: 0223-224
Program: BBA

Time: 2 hours
Section: All

Full Marks: 40
Teachers Initial: DNA, NAM

- 1 Recently, DataSoft was approached by a high-profile international client for a project involving data analytics. While the contract was financially lucrative, the project requirements touched upon "gray areas" regarding user data privacy and consent. The leadership team at DataSoft, committed to Ethical Leadership, convened to decide whether to accept the project. They evaluated the proposal against their core values of transparency and social responsibility, eventually choosing to decline the project unless the client agreed to strict, transparent data-handling protocols that protected the end-users. (5+5)
- a). Based on the scenario above, how would you apply Ethical Leadership principles in the context of DataSoft's decision? To uphold ethical standards in this situation, the leadership at DataSoft had to satisfy certain requirements-identify the requirements.
- b) Select the key benefits this approach brings to the company in terms of: Employee morale and retention? Long-term brand reputation and "Brand Trust"? Stakeholder relationships (investors, partners, and the public)? (CLO-2, Level 3)
- 2 Analyze the guidance for standards of local ethical business and simplify the different models that's may influence the CSR activities of Grameenphone Ltd.in Bangladesh. (CLO 3, Level 4) 10
- 3 Understand the facts and ideas of CSR that conveying the background history of its evolution for the chronological practice of CSR in the global business. Using the example of Nestlé Bangladesh Ltd., explain the different features of CSR and how this company is executing the functional activities of CSR. (CLO 1, Level 2) 10
- 4 Simplify the principles of environmental ethics to propose three-line-approach that the Titas Gas Transmission and Distribution Company Ltd can implement to reduce its environmental impact. Assume how each approach supports sustainable business practices in Bangladesh. (CLO 3, Level 4) 10

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