25U2104 (Pages: 3) Name : ....

Reg. No : ....

SECOND SEMESTER UG DEGREE EXAMINATION, APRIL 2026

(FYUGP)

(Regular/Supplementary/Improvement)

CC24UENG2FA103(3) - ADVANCED ENGLISH LANGUAGE SKILLS FOR COMMERCE AND MANAGEMENT

(English - AEC)

(2024 Admission onwards)

Time: 1.5 Hours Maximum : 50 Marks

Credit: 3

Part A

Read the provided passage/poem and answer the following questions.
Each question carries 2 marks.

Ethical Dilemmas in Business

In today's business landscape, companies face the challenge of balancing profit-driven motives with corporate social responsibility (CSR). The pursuit of financial success often conflicts with ethical standards, creating a complex environment where businesses must navigate sustainability.

At the heart of this tension lies a fundamental question: Can a business prioritize both financial goals and social responsibilities? While profitability is essential for survival and growth, companies are also expected to contribute positively to society and minimize their environmental impact.

The primary goal of any business is to generate profit. Profits sustain operations, pay employees, reward shareholders, and enable future growth. However, the pressure to meet financial targets can drive companies to prioritize short-term gains over long-term sustainability and ethics.

CSR refers to a company’s commitment to ethical labor practices, environmental stewardship, community engagement, and transparent governance. While CSR initiatives enhance reputation and customer loyalty, they often require significant investment and can impact short-term profitability. For instance, adopting sustainable practices may increase operational costs, and investing in community projects may divert funds from other business activities.

The conflict between profit motives and CSR objectives often manifests in various ways:

- **Cost vs. benefit**: Implementing CSR initiatives involves upfront costs, such as investing in eco-friendly technologies or improving labor conditions. While these initiatives can lead to long-term benefits like brand loyalty and operational efficiencies, they may strain financial resources in the short term.

- **Market pressures**: Companies face pressure from investors to deliver strong financial performance, sometimes leading to decisions that prioritize short-term profits over long-term sustainability.
- **Ethical trade-offs**: Businesses may encounter situations where they must choose between competing ethical values, such as sourcing cheaper materials from suppliers with questionable labor practices.

Maintaining Profitability While Committing to Social Responsibility.

Ethical Leadership: The Cornerstone of CSR

Ethical leadership is pivotal in addressing conflicts between profit motives and CSR. Leaders set the tone for organizational culture and ethical behavior by:

- Leading by example and demonstrating integrity.
- Integrating ethics into business strategy rather than treating it as an afterthought.
- Promoting a culture of accountability and open dialogue.

Transparent Governance: Building Trust

Transparent governance ensures that a company's CSR efforts are credible and effective. Key elements include:

- **Disclosure and reporting**: Honest reporting on CSR activities builds trust.
- **Stakeholder involvement**: Engaging stakeholders in decision-making processes ensures diverse perspectives are respected.
- **Third-party audits**: Independent audits provide an objective assessment of ethical performance.

Stakeholder Engagement: A Collaborative Approach

Effective stakeholder engagement helps businesses navigate ethical challenges. Key strategies include:

- Actively listening to and addressing stakeholder concerns.
- Collaborating with stakeholders to find sustainable solutions.
- Building long-term, trust-based relationships to ensure continued support for CSR initiatives.

By integrating ethical leadership, transparent governance, and stakeholder engagement, businesses can balance profitability with social responsibility, creating a sustainable and ethical corporate environment.

1. What is the primary ethical dilemma businesses face according to the article? [Level:2] [CO1]
2. Why is profit important for a business? [Level:1] [CO2]

3. What are some key areas covered under corporate social responsibility (CSR)? [Level:1] [CO1]

4. What is one way market pressures can lead to ethical conflicts? [Level:1] [CO1]

5. How does ethical leadership help in resolving conflicts between profit and CSR? [Level:1] [CO2]

6. Why is transparent governance important in CSR efforts? [Level:1] [CO1]

7. What are some challenges businesses face when implementing CSR initiatives? [Level:1] [CO1]

8. How can stakeholder engagement help businesses maintain ethical practices? [Level:1] [CO1]

9. What role do third-party audits play in a company's CSR strategy? [Level:1] [CO2]

10. What is the overall message of the article regarding profit and CSR? [Level:1] [CO2]

(Ceiling: 16 Marks)

Part B (Paragraph questions/Problem)

Answer ***all*** questions. Each question carries 6 marks.

11. Discuss the central theme of the poem "the earth is a living thing". [Level:5] [CO3]

12. How does Forrest's mother influence his worldview and his ability to navigate the challenges of life? [Level:1] [CO6]

13. What according to Luigi Pirandello is "the school of life"? [Level:1] [CO4]

14. Explain how generative AI is being applied to enhance Google's core products like Gmail and Photos, as described in Sundar Pichai's speech. [Level:1] [CO4]

15. Discuss how "The Wasteland of the Free" by Iris DeMent critiques poverty and corporate corruption. [Level:4] [CO5]

(Ceiling: 24 Marks)

Part C (Essay questions)

Answer any ***one*** question. The question carries 10 marks.

16. Illustrate R. K Narayan's claim that English is no longer a foreign language? Justify the claim based on the essay. [Level:1] [CO2]

17. Discuss how the characters of Della and Jim are portrayed as relatable and timeless figures in "The Gift of the Magi". [Level:5] [CO1]

(1 × 10 = 10 Marks)

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