III Semester B.Com. Examination, November/December 2017
(2015 – 16 & Onwards)
(CBCS) (F+R)
COMMERCE
3.5 : Business Ethics

Time : 3 Hours Max. Marks : 70

Instruction : Answer should be written either in English or in Kannada.

SECTION – A

Answer any five of the following sub questions. Each question carries two marks.

(5x2=10)

1. a) State the meaning of normative ethics.

b) Give the meaning of business ethics.

c) What do you mean by personal ethics?

d) State the meaning of Corporate Culture.

e) Who is a Customer?

f) What is ‘Corporate Social Responsibility’?

P.T.O.
g) What is meant by ‘Karma Yoga’?

SECTION - B

Answer any three of the following questions. Each question carries six marks.

1. Write a note on unethical practices in business.

2. Suggest the six ways which help an employee to be a proactive person.

3. Explain in brief the code of ethics of finance professional.

4. Briefly discuss the various components of Corporate culture.

5. Write a note on the report of Birla Committee.

SECTION - C

Answer any three of the following questions. Each question carries 14 marks.

6. Explain in detail the arguments in favour and against Corporate Social Responsibility.
8. Explain the functions and impact of Corporate culture.

9. "Increase in employee happiness results in increase of productivity". Discuss.

10. Discuss the various ethical issues in marketing mix.

11. Discuss the scope, benefits and limitations of Corporate Governance.

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(CBCS) (F + R)
(2015-16 and Onwards)
COMMERCe
Paper – 3.5 : Business Ethics

Time : 3 Hours
Max. Marks : 70

Instruction : Answers should be written completely either in English or in Kannada.

SECTION – A
(5×2=10)

1. Answer any five questions from the following. Each question carries two marks.

a) Give the meaning of ‘Code of Ethics’.

b) Define Corporate Social Responsibility.

c) What do you mean by Personal Ethics?

d) Define Advertising.

e) Give the meaning of Corporate Culture.

f) Who is a Board of Director?

g) Define Business Ethics.
SECTION – B
(3×6=18)
Answer any three questions from the following. Each question carries six marks.

2. Briefly explain the features of Corporate Culture.

3. Discuss the importance of Karma Yoga.

4. Write a note on ‘Cadbury Committee’.


SECTION – C
(3×14=42)
Answer any three questions from the following. Each question carries fourteen marks.

7. Explain the factors influencing business ethics.

8. What is Corporate Governance? Explain its advantages.

9. Explain the great ways to increase employee happiness and productivity.

10. Write a note on:
    i) CSR issues of management
    ii) Crisis management.

11. Explain the impact of corporate culture and cross cultural issues in ethics.
III Semester B.Com. Examination, Nov./Dec. 2015
(CBCS) (2015-16 and Onwards) (Fresh)
COMMERCE
3.5 : Business Ethics

Time : 3 Hours  Max. Marks : 70

Instruction: Answer should be written completely either in English or in Kannada.

SECTION – A

Answer any five of the following sub-questions. Each sub-question carries two marks : (5x2=10)

1. a) Give the meaning of ‘business ethics’.
   "ಅಂದುಗಳ ನೈಗಾರಿಕತೆ" ಎಂದು ಅಧ್ಯಯನಾರು ಕೃತಿ.

b) What do you mean by honesty ?
   ಅನಿಲಕ್ಕೆಯಾದ ಅಧ್ಯಯನಾರಿಯತೆ ?

c) Who is a Board of Director?
   ರಾಷ್ಟ್ರೀಯ ನೈಗಾರಿಕ ಸೇವೆಯ ಕೃತಿ?

d) Name any two principles of Corporate Governance.
   ಕಾರ್ಯಾಂಶನಾಗಿಯ ನೈಗಾರಿಕ ಸೇವೆಯ ಕೃತಿ?

e) State any two types of ethics.
   ಸ್ವತತ್ತುಗಳ ನೈಗಾರಿಕ ಸೇವೆಯ ಕೃತಿ?

f) What is professional ethics?
   ಸ್ವತತ್ತು ನೈಗಾರಿಕ ಸೇವೆಯ ಕೃತಿ?

g) Give the meaning of corporate culture.
   ಕಾರ್ಯಾಂಶ ಸ್ವತತ್ತುಗಳು ನೈಗಾರಿಕ ಸೇವೆಯ ಕೃತಿ.
SECTION – B

Answer any three of the following questions. Each question carries six marks: (3×6=18)

2. Briefly explain the features of corporate culture.

3. What is the need for crisis management?

4. Which are the unethical marketing practices which need to be avoided?

5. What are the features of personal ethics?

6. Write a note on ‘Cadbury Committee’.

SECTION – C

Answer any three of the following questions. Each question carries fourteen marks: (3×14=42)

7. Explain the factors influencing business ethics.

8. What are the arguments in favour and against corporate social responsibility?

9. Explain the different religious views on humility.

10. Discuss the code of ethics of a financial professional.

11. What is Corporate Governance? Explain its characteristics.