III Semester B.B.A. Degree Examination, November/December 2017
(CBCS) (F + R) (2015-16 and Onwards)
BUSINESS ADMINISTRATION
3.7 : Business Ethics

Time : 3 Hours

Max. Marks : 70

Instruction: Answer should be written in English only.

SECTION – A

I. Answer any five sub-questions. Each sub-question carries two marks.  (5x2=10)

1) a) What is Normative ethics?
   b) What are human values? Give any two examples.
   c) What is personal ethics?
   d) What is affirmative action?
   e) What is social audit?
   f) What is corporate culture?
   g) Name any four corporate Governance Committees in the Indian context.

SECTION – B

II. Answer any three of the following. Each question carries six marks.  (3x6=18)

2) State the limitations of Corporate Governance.
3) Explain the importance of business ethics.
4) Briefly analyse any six unethical practices in financial management.
5) What is cross-cultural management? Explain any three issues in CCM.
6) What is invasion of privacy? Give any four living examples.

P.T.O.
SECTION – C

III. Answer any three of the following. Each question carries fourteen marks. \(3 \times 14 = 42\)

7) Discuss the arguments for and against business ethics.

8) What is ethics in marketing? Discuss the ethical issues involved in marketing.

9) Explain the impact of corporate culture on business stakeholders.

10) Discuss in detail the Cadbury Committee, Sarbanes Oxley Committee and Kumaramangalam Birla Committee on Corporate Governance.

11) Write short notes on:
   a) Virtue of humility.
   b) Crisis management.
   c) White-collar crimes.
III Semester B.B.A. Degree Examination, November/December 2016
(CBCS) (F + R)
(2015-16 and Onwards)
BUSINESS ADMINISTRATION
Paper 3.7 : Business Ethics

Time : 3 Hours Max. Marks : 70

Instruction: Answer should be written in English only.

SECTION – A

I. Answer any five of the following: (5x2=10)

1) a) What is Business Ethics?
   b) State any two core elements of corporate social responsibility.
   c) Give the meaning of personal ethics.
   d) What do you mean by morality?
   e) What is conflicts of interest?
   f) Give the meaning of virtue of humility.
   g) State any two advantages of corporate governance.

SECTION – B

II. Answer any three of the following: (3x6=18)

2) State the characteristics of crisis management.
3) Explain the measures to be adopted to become Karma Yogi.
4) Explain professional responsibility.
5) Explain the ethical issues in cross cultural ethics.
6) Discuss the scope of corporate governance.

SECTION – C

III. Answer any three of the following: (3x14=42)

7) Bring out factors influencing ethics in business.
8) Explain ethical aspects of Financial Management.
9) Explain the importance of ethics in management.
10) What are the ethical issues that arise for managers and difficulties involved in decision-making.
11) Explain the benefit and limitations of corporate governance.
III Semester B.B.A. Examination, November/December 2015  
(Semester Scheme) (CBCS) (Fresh) (2015-16 and Onwards)  
3.7 : BUSINESS ETHICS  

Time : 3 Hours  
Max. Marks : 70  

**Instruction:** Answer only in English  

**SECTION – A**  
(5×2=10)  

I. Answer **any five** of the following :  
1. a) Give the meaning of ethics.  
   b) What is crisis management ?  
   c) Define corporate culture.  
   d) What do you mean by honesty ?  
   e) What is tax avoidance ?  
   f) What do you mean by corporate governance ?  
   g) What is code of conduct ?  

**SECTION – B**  
(3×6=18)  

II. Answer **any three** of the following :  
2) Explain various principles of business ethics.  
3) Write a brief note on karma yoga.  
4) Write a note on Narayana Murthy Committee report on corporate governance.  
5) Explain ethical issues in HRM.  
6) Explain the features of CSR.  

**SECTION – C**  
(3×14=42)  

III. Answer **any three** of the following :  
7) Explain the following terms :  
   i) Personal selling  
   ii) Churning  
   iii) Deception.  
8) Explain evolution of corporate social responsibility in India.  
9) Explain the various types of ethics.  
10) Explain the advantages and disadvantages of corporate governance.  
11) What is corporate culture ? Explain the importance of corporate culture.