

E 5784

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Reg. No.....

Name.....

**B.B.A. / B.B.M. DEGREE (C.B.C.S.S.) EXAMINATION, MAY 2013**

**Second Semester**

Core Course – BUSINESS ETHICS AND THE INDIAN SOCIAL SYSTEM

(Common for B.B.A. and B.B.M.)

Time : Three Hours

Maximum Weight : 25

**Part A**

Answer **all** questions.

*Each bunch of four questions carries a weight of 1.*

- I. 1. \_\_\_\_\_ is the most important reason for having a code.  
2. Cultural relativism means \_\_\_\_\_.  
3. Ethics is the same as \_\_\_\_\_.  
4. Corporate Philanthropy is \_\_\_\_\_.
- II. 5. Equity means \_\_\_\_\_.  
6. Professional ethics is \_\_\_\_\_.  
7. Periodic ethics audit means \_\_\_\_\_.  
8. Sevodaya principle is an example of \_\_\_\_\_ ethics.
- III. 9. Indigenous values are \_\_\_\_\_.  
10. Law is \_\_\_\_\_.  
11. A decision tree is \_\_\_\_\_.  
12. Guarantee for life means \_\_\_\_\_.
- IV. 13. \_\_\_\_\_ is the sign of eco-friendship.  
14. Religion means \_\_\_\_\_.  
15. The term moral has derived from \_\_\_\_\_.  
16. \_\_\_\_\_ is defined as ultimate meaning and purpose of life of his own.

(4 × 1 = 4)

Turn over

**Part B**

*Answer any five questions.*

*Each question carries a weight of 1.*

Write short notes on :

17. Business ethics.
18. Social environment.
19. Human Rights Education.
20. Normative ethics in Management.
21. Ethics in Advertising.
22. Stress management.
23. Social values.
24. Employees' obligations to the firm.

(5 × 1 = 5)

**Part C**

*Answer any four questions.*

*Each question carries a weight of 2.*

25. Discuss Gandian ethics.
26. How is the business responsible towards business environment?
27. Discuss the major types of business ethics.
28. Enumerate the firm's duties to its employees.
29. Is ethics necessary for business?
30. Explain the different P's in work ethics.

(4 × 2 = 8)

**Part D**

*Answer any two questions.*

*Each question carries a weight of 4.*

31. Discuss the Corporate Social Responsibility.
32. Enumerate the importance of business ethics.
33. Discuss the ecological concerns of ethical issues.

(2 × 4 = 8)