

E 2341

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Reg. No.....

Name.....

B.B.M/B.B.A. DEGREE (C.B.C.S.S.) EXAMINATION, MAY 2018

Second Semester

Core Course—BUSINESS ETHICS AND THE INDIAN SOCIAL SYSTEM

[Common for B.B.A. and B.B.M.]

(2013—2016 Admissions)

Time : Three Hours

Maximum Marks : 80

Part A

Answer all questions.

1 mark each.

Define :

1. Ethical image.
2. Values.
3. Code of conduct.
4. Integrity.
5. Moral trends.
6. Business environment.
7. Quality of life.
8. Individual rights.
9. Ethical decisions.
10. Social convention.

(10 × 1 = 10)

Part B

Answer any eight questions.

2 marks each.

11. What is hierarchy of authority ?
12. What do you mean by conflict of interest ?
13. How is one's morality and culture related ?
14. What is an ethical dilemma ?
15. What do you understand by ethical issue intensity ?

Turn over

16. Is commercial bribing ethical ? Give reasons.
17. What is environmental ethics ?
18. What do you mean by corporate self-regulation ?
19. Being ethical is not the same as following the law. Justify.
20. What is social change ?
21. What is the internal social environment of a business ?
22. What is meant by ethical culture ?

(8 × 2 = 16)

Part C

Answer any six questions.

4 marks each.

23. Explain CSR as a corporate philanthropy.
24. Discuss the nature of ethics.
25. Describe the importance of virtue ethics in business.
26. Explain ethical issues related to diversity.
27. What are the arguments for a firm to not to be socially responsible ?
28. Discuss the ethical issues related to environmental degradation.
29. Explain how the green revolution helped the middle class peasantry in India.
30. Write down the factors that influence ethical decision-making process.
31. Differentiate normative ethics from descriptive ethics.

(6 × 4 = 24)

Part D

Answer any two questions.

15 marks each.

32. Discuss the common types of ethical issues within the organisation.
33. What is a rational organisation ? What is the role of hierarchy in rational organisation ?
34. Describe the indicators of social development in India. Explain how the change is designed in Indian Society.
35. Bring out the types of business ethics. Explain the factors influencing business ethics.

(2 × 15 = 30)