

E 8242

(Pages : 2)

Reg. No.....

Name.....

B.B.M./B.B.A. DEGREE (C.B.C.S.S.) EXAMINATION, MAY 2014

Second Semester

Core Course—BUSINESS ETHICS AND THE INDIAN SOCIAL SYSTEM

(Common for BBA and BBM)

[2013 Admissions]

Time : Three Hours

Maximum : 80 Marks

Part A

Answer all questions.

Each question carries 1 mark.

1. Define normative ethics.
2. What do you mean by virtues ?
3. What is ethical absolutism ?
4. What do you mean by work culture ?
5. Define cultural diversity.
6. What is the meaning of social audit ?
7. Who is a stakeholder ?
8. What do you mean by corporate citizenship ?
9. What is ethical dilemma ?
10. What is accountability ?

(10 × 1 = 10)

Part B

Answer any eight questions.

Each question carries 2 marks.

11. Explain the importance of equal employment opportunities.
12. How can we manage cultural diversity ?
13. Briefly explain the different types of business ethics.
14. Discuss about the utilitarian concept of ethical reasoning.
15. Write about the role of virtue ethics in business.
16. Highlight two examples each for misuse of land and air.
17. Name any four current ethics related issues in organizations.

Turn over

18. Discuss about the importance of corporate disclosures.
19. Explain briefly the various constituents of culture.
20. Explain how cultural diversity can be managed.
21. List out any four areas where quality can be improved in respect of work life.
22. Discuss about the limits of corporate social responsibility.

(8 × 2 = 16)

Part C

*Answer any six questions.
Each question carries 4 marks.*

23. Briefly describe the various duties of employees towards the firm for which they are employed.
24. Briefly explain the human rights violations that can generally happen.
25. Explain the features of rural population in India.
26. Discuss about the various factors affecting business ethics.
27. Explain the concept of cultural diversity. How one can manage it in the context of business organization ?
28. How can it be possible for developing work culture ?
29. List out and explain the criteria for demarcating uses and misuses of societal resources for business.
30. Describe the characteristics of a rational organization.
31. What are the arguments for and against corporate social responsibility ?

(6 × 4 = 24)

Part D

*Answer any two questions.
Each question carries 15 marks.*

32. Describe the importance of business ethics and the various factors influencing it.
33. Differentiate between ethical reasoning and ethical dilemma. Explain why ethical reasoning is important while taking business decisions with examples.
34. Discuss about the various responsibilities and accountability of businessman towards various stakeholders.
35. Highlight the various social changes that are taking place in Indian villages and how the business world addresses the challenges it is putting forward.

(2 × 15 = 30)