

E 5784

(Pages : 2)

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)