

E 3227

(Pages : 2)

Reg. No.....

Name.....

**B.B.A./B.B.M. DEGREE (C.B.C.S.S.) EXAMINATION, APRIL 2012**

**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 Business Ethics is a ——— responsibility.  
2 ——— refer to the code of conduct that guides an individual while dealing in a situation.  
3 CSR means ———.  
4 Utilitarianism suggests that it is ethical to make decision based on ———.
- II. 5 The main purpose of corporate governance is ———.  
6 A written statement of policies and principles that guides the behaviour of all employees is called ———.  
7 ——— refers to shared beliefs about how an organization should manage themselves and other employees and conduct business.  
8 Fair use guidelines and plagiarism begin as ———.
- III. 9 Ethics, generally are rules, principles policies for behaviour, with the goal of ———.  
10 Business Ethics has both ——— and ——— dimensions.  
11 A numerical description of the outcome of an experiment is called a ———.  
12 Corporate accountability involves ———, ——— and evaluating the activities of an organisation.
- IV. 13 Silent Saboteurs is a ——— response.  
14 The organisational state where values, behaviour and perceptions are aligned is called ———.  
15 Ethical rules are guides to ——— behaviour.  
16 The diverse ethical issues aer to be managed ——— and ——— by the managers.

(4 × 1 = 4)

**Turn over**

**Part B**

*Answer any five questions.  
Each question carries a weight of 1.*

Write short notes on :

- |                        |                      |
|------------------------|----------------------|
| 17 Ethical investment. | 18 Feeding the Log.  |
| 19 Justice.            | 20 Situation Ethics. |
| 21 Ethical issues.     | 22 Social Audit.     |
| 23 Societal resources. | 24 Ethical enquiry.  |

(5 × 1 = 5)

**Part C**

*Answer any four questions.  
Each question carries a weight of 2.*

- 25 Explain ethical conflict and ethical congruence.
- 26 What are individual rights involved in ethical reasoning ?
- 27 Why is business ethics important ?
- 28 What role could host governments play in CSR partnerships ?
- 29 What is the role of personal ethics in management ?
- 30 Briefly explain the Indian Social Environment.

(4 × 2 = 8)

**Part D**

*Answer any two questions.  
Each question carries a weight of 4.*

- 31 Discuss the status of corporate social reporting in India.
- 32 Discuss the negative and positive forms of ethical investment.
- 33 Explain the different kinds of Business Ethics.

(2 × 4 = 8)