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(Pages : 2)

Reg. No.....

Name.....

B.B.M./B.B.A DEGREE (C.B.C.S.S.) EXAMINATION, MAY 2017

Second Semester

Core Course—BUSINESS ETHICS AND THE INDIAN SOCIAL SYSTEM

(Common for BBA and BBM)

[2013 Admission onwards]

Time : Three Hours

Maximum Marks : 80

Part A

Answer all questions. 1 mark each.

- 1 What do you mean by professional conduct ?
- 2 What is normative ethics ?
- 3 Define CCR.
- 4 What are moral practices ?
- 5 What is consequentialism ?
- 6 What do you understand by work rules ?
- 7 What is contractual sick pay ?
- 8 What is called victimisation ?
- 9 What is applied ethics ?
- 10 What is corporate philanthropy ?

(10 × 1 = 10)

Part B

Answer any eight questions. 2 marks each.

- 11 What is resource management ?
- 12 What is environmental protection ?
- 13 What is soil contamination ?
- 14 What is recycling ?
- 15 What are aerated lagoons ?
- 16 What do you mean by ethical behaviour.
- 17 What is motive utilitarianism ?
- 18 Explain how telling responsibility is treated as an ethic behaviour ?

Turn over

- 19 What is employee loyalty ?
- 20 What is affirmative action ?
- 21 What is greenwashing ?
- 22 How business ethics improves decision making ?

(8 × 2 = 16)

Part C

Answer any six questions. 4 marks each.

- 23 Discuss the importance of ethics in business.
- 24 Explain the forms of workplace ethics.
- 25 Describe the nature of ethics.
- 26 Bring out the firm's duties to its employees.
- 27 Explain the ethical decision making process.
- 28 Discuss the factors influencing business ethics.
- 29 Explain the advantages of an organisation being socially responsible.
- 30 Explain the components of a rational organisation.
- 31 Bring out the reasons for the plea of incorporating ethics in business organisations.

(6 × 4 = 24)

Part D

Answer any two questions. 15 marks each.

- 32 Explain the cases of misuse of natural resources by business.
- 33 Discuss the changes that happened in the rural sector of India. How business is responsible for these changes ?
- 34 Explain the reasons why more and more business are becoming socially responsible. Describe the concept of CSR. What are its barriers.
- 35 Business ethics is directly linked with the organisation culture. Comment.

(2 × 15 = 30)