

E 2258

(Pages : 2)

Reg. No.....

Name.....

B.B.A./B.B.M. DEGREE (C.B.C.S.S.) EXAMINATION, MAY 2015

Second Semester

Core Course – BUSINESS ETHICS AND THE INDIAN SOCIAL SYSTEM

(Common for B.B.A and B.B.M.)

[2013 Admission onwards]

Time : Three Hours

Maximum : 80 Marks

Part A

Answer all questions.

Each question carries 1 mark.

1. Define business ethics.
2. What is ethical relativism?
3. What are beliefs?
4. Define Culture.
5. What do you mean by CSR?
6. Define the term corporate values.
7. What do you mean by whistle blowing?
8. What do you mean by environmental audit?
8. What are ethical decisions?
10. Define Trusteeship.

(10 × 1 = 10)

Part B

Answer any eight questions from the following.

Each question carries 2 marks.

11. Discuss about community involvement in social performance.
12. Explain the importance of corporate disclosures.
13. Briefly explain the approaches for developing work culture.
14. How can we manage cultural diversity?
15. Briefly explain the importance of profit maximization.
16. Write about the various ecological concerns when a business enterprise is established.
17. Write short notes on ethical decision-making.
18. Briefly explain the menace of water pollution.

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19. Explain the concept of corporate image.
20. Explain the concept of work life balance.
21. Write brief note on barriers to social responsibility.
22. Briefly narrate the process of maintaining organization culture.

(8 × 2 = 16)

Part C

Answer any six questions from the following.

Each question carries 4 marks.

23. What do you mean by rational organization? Briefly explain its ingredients.
24. Explain the peculiar features of village community in India.
25. Briefly describe the various factors influencing business ethics.
26. Discuss in brief the ethical practices that a firm should follow while marketing their products or services.
27. Explain the concept of corporate virtues with example of an Indian corporate entity.
28. What do you mean by cultural diversity? How can it be managed?
29. Briefly explain the various obligations of the firm towards its employees.
30. Briefly describe the instances of misusing societal resources by the business enterprises.
31. Discuss the various types of business ethics practices.

(6 × 4 = 24)

Part D (Long Essay)

Answer any two questions from the following.

Each question carries 15 marks.

32. Elaborate the principal factors which have triggered for the evolution of social responsibility of business.
33. Narrate the process of social changes that are taking place in India and the resultant changes happening in the business sector.
34. Describe the drastic changes taking place in the relationship between employer and employees of the modern day business enterprises.
35. Explain the role of ethics in management.

(2 × 15 = 30)