

B.B.A. DEGREE EXAMINATION, APRIL 2019
III Year VI Semester
Business Ethics and Values

Time : 3 Hours

Max.marks :75

Section A ($10 \times 2 = 20$) Marks

Answer any **TEN** questions

1. What is meant by Ethics?
2. Define Morality.
3. How does a business culture impact on a society?
4. What is Kickback in Business Dealings?
5. Write a note on Whistle Blowing.
6. Differentiate between hush money and Speed Money.
7. What do you mean by screening Practices?
8. What is Air Pollution?
9. Explain the term "CSR".
10. What is meant by "Social Audit"?
11. What is an Industrial Democracy?
12. Mention any two ways to protect our environment.

Section B ($5 \times 5 = 25$) Marks

Answer any **FIVE** questions

13. Explain the importance of Ethics in Business.
14. Explain the role of CEO.
15. Distinguish between Coercion and Compulsion.
16. Give suggestions for implementing to ensure more discipline in the organization?
17. Explain the unethical practices of Monopoly Market.
18. Explain the divergent views on discipline in organization.
19. Explain the unethical practices in marketing.

Section C ($2 \times 15 = 30$) Marks

Answer any **TWO** questions

20. Is it must to foster the ethics in business – Argue for and against.
21. Explain the basic discrimination found in the society in detail.
22. The best way to control pollution and preserve environment will be through moral suasion and self-regulation- Discuss.
23. Analyse the social responsibility of business towards Customers and Community.

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