

**B.B.A DEGREE EXAMINATION, NOVEMBER 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. Define Business ethics.
2. What do you mean by corruption?
3. What is Coercion?
4. Who is CEO in an organisation?
5. List the various methods of hiring employees.
6. What is meant by fair wages?
7. Define Consumer Rights.
8. Mention any two importance of following ethics in advertisement.
9. Who are all called as dealers in business?
10. Define Social audit.
11. What do you mean by piracy of a product?
12. Define in simple words about CSR.

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

Answer any **FIVE** questions

13. List the importance of following ethics in business.
14. Analyze the reason for causes of corruption and explain them.
15. Briefly explain about the ethics to be followed while hiring the employees.
16. Bring out the various ethical issues in pricing strategy.
17. What are the responsibilities of business towards its dealers? Explain.
18. Distinguish between business ethics and values.
19. Write short notes on ethics of environment protection.

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

Answer any **TWO** questions

20. Analyse the various Unfair Discrimination in business and explain them.
21. Who are called as whistle blowers? Explain five different types of whistle blowing.
22. Describe elaborately about the various ethical factors to be followed while advertising.
23. List the social responsibility of business towards their shareholders, customers and government.

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