

B.B.A DEGREE EXAMINATION, APRIL 2020
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 an ethics?
2. What is morality?
3. Define corruption.
4. What do you mean by cyber crime?
5. What is discrimination?
6. What do you mean by labour exploitation?
7. Define CSR.
8. Define IPR?
9. What is a social audit?
10. What do you mean by fair price?
11. Define economic crime.
12. What do you mean by consumer cheating?

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

Answer any **FIVE** questions

13. Explain the different types of ethical issues in business.
14. Explain the importance of internal ethics of a business.
15. Explain the need for business ethics in a advertisement.
16. Explain "unfair labour practices".
17. "Ethics and profit are not directly proportional in the present scenario" - Do you agree? Discuss.
18. "Culture is directly or indirectly influencing business"-Discuss.
19. Role of CEO in a business.

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

Answer any **TWO** questions

20. Explain the different types and features of a Consumer Rights.
21. Explain the importance of corporate social responsibility in the contemporary era.
22. Discuss the different types of environmental pollution.
23. Explain the different forms of corruption.

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