

B.B.A. DEGREE EXAMINATION, ODD SEMESTER 2020
III Year V Semester
BUSINESS ETHICS & VALUES

Max.marks :25

Answer any **FIVE** questions ($5 \times 5 = 25$) Marks

1. Explain the importance of ethics in business.
2. What are the three methods of Deception in business?
3. Explain the term - 'Whistle Blowing' in business.
4. Discuss about false claims in advertisements. What measures could you suggest to prevent them?
5. Mention some of the benefits of Social Audit.
6. Analyse the qualities and role of C.E.O. in a business.
7. What is meant by exploitation of employees? Discuss how this is done at different levels.