

**SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)**

**(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)
Chromepet, Chennai — 600 044.**

BBA END SEMESTER EXAMINATIONS NOVEMBER-2022

SEMESTER - V

20UBACT5014 - Business Ethics And Values

Total Duration : 2 Hrs 30 Mins.

Total Marks : 60

Section A

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. Sketch the reasons why ethics is important in business.
2. What are the major ethical issues facing businesses?
3. "In business, ethical recruiting, entails utilizing hiring practices that fall in line with an organization's corporate values". Explain.
4. "Business enterprises should take lead in solving environmental issues. It is their responsibility to check the consequences of their actions and also to protect environmental resources". Explain.
5. State the social responsibilities of a business towards consumers.
6. "An advertising means a mode of communication between a seller and a buyer". What is the ethics to be followed in advertising?
7. Write about the evolution and nature of business ethics.
8. Identify the role of personal, family and social backgrounds in ethics.

Section B

Answer any **THREE** questions ($3 \times 10 = 30$ Marks)

9. Do Companies have to operate ethically to be financially successful? Discuss.
10. Describe the CSR activities undertaken by any two large Indian companies.
11. Give a brief account of deceptive marketing practices in Businesses.
12. Enumerate the recent evolving ethical values in business ethics in detail.
13. "Ethics must begin at the top of an organization. It is a leadership issue and the chief executive must set the example". Justify.

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