

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.

B.Com.(PA) END SEMESTER EXAMINATIONS APRIL-2023

SEMESTER - VI

19UPACT6019 - Business Ethics & Values

Total Duration : 2 Hrs. 30 Mins.

Total Marks : 60

Section B

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

1. Explain the importance of ethics in business.
2. Describe the steps to solve ethical problems in business.
3. What are the causes of unethical behaviour of an individual at his/her workplace and how it can be resolved?
4. Explain the benefits of CSR to society.
5. Identify any 5 critical roles of a CEO and how they can be applied to ensure good corporate governance.
6. Why do enterprises need to adopt pollution control measures?
7. Describe the reasons for Whistle Blowing in the workplace.
8. Explain the significance of Social audit and the components to be appraised.

Section C

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

9. Explain various principles of business ethics and its implication in the modern world.
10. Explain the classification of ethical issues in today's business and strategies adopted to handle the situation.
11. Describe the ethical hiring practices and justify with reasons why ethical recruitment practices are necessary in organizations.
12. Explain the major ethical issues in Advertising and how it can be avoided by applying new strategies.
13. How does corporate social responsibility contribute towards social development? Justify with a suitable example.

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