

Total No. of Questions : 3]

SEAT No. :

**P2096**

[5802] - 503

[Total No. of Pages : 2

**Third Year B.B.A**

**GC503 : BUSINESS ETHICS**

**(2019 Pattern) (Semester - V)**

*Time : 2½ Hours]*

*[Max. Marks : 70*

**Q1) A) Multiple choice questions.**

**[5]**

- i) CSR stands for\_\_\_\_\_.
- a) Corporate social responsibility
  - b) Company social regularity
  - c) Company society responsibility
  - d) Collegial society responsibility
- ii) Companies reinforce business ethics through
- a) Vision
  - b) Mission
  - c) Code of conduct
  - d) All the above
- iii) Business ethics desires participation from the following
- a) employers
  - b) employees
  - c) customers
  - d) all the above
- iv) \_\_\_\_\_are those individuals who raise ethical concerns to others inside or outside the organisation.
- a) entrepreneur
  - b) whistle blower
  - c) Intrapreneur
  - d) homepreneur
- v) Anthropology is the study of\_\_\_\_\_.
- a) Mankind
  - b) History
  - c) Society
  - d) Rules & regulations

**B) Match the following.**

**[5]**

- i) Helmets & gloves - violation of animal rights
- ii) Animals in advertisements - employee safety
- iii) Green packaging Practices - 1986
- iv) Corruption - Sustainable development
- v) Consumer Protection act - Red tapism

***P.T.O.***

- C) Answer in one sentence. [5]
- i) Define business ethics
  - ii) Mention 2 measures of green marketing
  - iii) What is meant by collective bargaining
  - iv) What is meant by corporate citizenship
  - v) What are 2 types of pollution
- D) Fill in the blanks. [5]
- i) Conveying true and factual information in ads is a part of \_\_\_\_\_ ethics.
  - ii) \_\_\_\_\_ pollution is due to release of pollutants in air.
  - iii) Child labour is a violation of human \_\_\_\_\_.
  - iv) \_\_\_\_\_ can be imparted to employees to avoid accidents.
  - v) CSR is responsibility of business towards \_\_\_\_\_.

**Q2)** Answer the following long answer questions (any 3 out of 5). [30]

- a) Explain the importance of business ethics in detail.
- b) Explain ethical practices in relation to protection of 'employee rights'.
- c) Explain the importance of CSR in detail.
- d) What is meant by sustainable development? Explain its obstacles & impact in detail.
- e) Explain reasons why ethical problems occur in business.

**Q3)** Short notes (any 4 out of 6) [20]

- a) Environment ethics
- b) Measures to avoid accidents
- c) Ethical practices in media
- d) Customer & consumerism- differentiate
- e) Leadership ethics
- f) Protection of consumer privacy online

