

[6033]-503

T.Y. B.B.A.

503 : BUSINESS ETHICS
(2019 Pattern) (CBCS) (Semester - V)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.

Q1) A) Multiple choice question.

[5]

- i) Who are organizational stakeholders?
 - a) Government
 - b) Employees
 - c) Shareholders
 - d) All of the above
- ii) A _____ is a formal statement of an organization primary values and the ethical rules it expects its employees to follow
 - a) Mission statement
 - b) Statement of purpose
 - c) Code of ethic
 - d) Vision statement
- iii) _____ are those individuals who raise ethical concerns or issues to others in inside or outside the organisation.
 - a) Entrepreneur
 - b) Whistle Blower
 - c) Complainer
 - d) None of the above

P.T.O.

- iv) Study of ethical issues arising out of electronic technologies is known as
- HRM Ethics
 - Marketing Ethics
 - Information technology (IT) Ethics
 - All of the Above
- v) Which of following effectively act as the primary objective Business Organization?
- To communicate with Shareholders
 - To make a Profit
 - To meditate between organization and Environment
 - All of the Above

B) Match the following : [5]

Column A	Column B
i) CSR	a) Negotiations power to employees
ii) Acid Rain	b) Using profit for societal activities
iii) Collective Bargaining	c) Sustainable development
iv) Marketing Ethics	d) Misleading advertisement
v) Ecofriendly Packaging	e) Water pollution

C) Answer in one Sentence : [5]

- Define workplace safety.
- Give 2 objectives of business ethics.
- What is the meaning of the term fraud?
- What is meant by consumerism?
- Mention any two types of pollution.

D) Fill in the Blanks. [5]

- i) Ethics is derived from the word _____.
- ii) Whistle Blower Protection Act was initiated in the year _____.
- iii) CSR stands for _____.
- iv) _____ Pollution reflects visible and invisible impurities in the air.
- v) International Business is a business between _____ or more countries.

Q2) Long Answer (Any 3) : [30]

- a) Explain in detail the importance of Business Ethics.
- b) Explain in detail the measures to avoid industrial accidents.
- c) Explain the role of Media Ethics.
- d) Define CSR. Explain in detail the types of Responsibility of CSR.
- e) Explain the obstacles and the impact of sustainable development.

Q3) Write a Short Note (Any 4) : [20]

- a) Ethical Decision Making
- b) Training Ethics
- c) Employee rights
- d) Ethical Practices in media Industry
- e) Consumerism
- f) Protection of Consumer Privacy Online

