

Total No. of Questions : 3]

SEAT No. :

P5977

[Total No. of Pages : 3

[6143]-503

Third Year B.B.A.

503 : BUSINESS ETHICS

(2019 Pattern) (Semester-V)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Multiple choice questions.

[5]

- i) Who are organisational 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 ethics
 - d) Vision statement
- iii) _____ are those individuals who raise ethical concerns or issues to others inside or outside the organisation.
 - a) Entrepreneur
 - b) Whistle blower
 - c) Complainer
 - d) None of the above
- iv) Study of ethical issues arising out of employee concern is known as
 - a) HRM ethics
 - b) Marketing ethics
 - c) Information technology (IT) ethics
 - d) All of the above

P.T.O.

- v) Which of the following would most effectively act as the primary objective of a business organization?
- To communicate with shareholders
 - To make a profit.
 - To mediate between the organization and the environment
 - All of the above.

B) Match the pairs: [5]

A	B
CSR	Negotiations power to employees
Dumping waste in water sources	Has arguments in favour and against
Collective bargaining	Sustainable development
Marketing ethics	Price wars
Ecofriendly packaging	Water pollution

C) Answer in one sentence [5]

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

D) Fill in the blanks [5]

- Ethics is derived from the word _____
- Whistle blower protection act was initiated in the year _____
- CSR stands for _____
- _____ pollution reflects visible and invisible impurities in air.
- International business is business between _____ or more countries.

Q2) Long Answer questions (Attempt any 3 out of 5)

[30]

- a) Explain in detail the importance of business ethics.
- b) Explain in detail the various measures to avoid industrial accidents.
- c) Define CSR. Explain in detail role of CSR in business.
- d) Explain types of functional ethics in detail.
- e) Explain the obstacles and impact of sustainable development.

Q3) Short notes (Attempt any 4 out of 6)

[20]

- a) Ethical decision making
- b) Training ethics
- c) Employee rights
- d) Ethical practices in media industry
- e) Consumersim
- f) Protection of consumer privacy online.

