

E 7524

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Reg. No.....

Name.....

B.B.A./B.B.M. DEGREE (C.B.C.S.S.) EXAMINATION, MAY 2019

Second Semester

Core Course—BUSINESS ETHICS AND INDIAN SOCIAL SYSTEM

(Common for B.B.A. and B.B.M.)

[2013—2016 Admissions]

Time : Three Hours

Maximum Marks : 80

Part A

*Answer all questions.
Each question carries 1 mark.*

1. What is applied ethics ?
2. What is personal code of ethics ?
3. What are ethical standards ?
4. What is normative ethics ?
5. What is virtue ethics ?
6. What is procedural justice ?
7. What is rational behaviour ?
8. What is corporate citizenship ?
9. What is cost benefit analysis ?
10. What is environmental ethics ?

(10 × 1 = 10)

Part B

*Answer any eight questions.
Each question carries 2 marks.*

11. What do you mean by social structure changes ?
12. Define village community.
13. What are natural resources ?
14. What is rational decision-making ?
15. What is corporate culture ?
16. How ethics helps in improving productivity ?
17. What is ethical reasoning ?
18. Why ethical differences occur ?

Turn over

19. Are 'ethics' and 'morality' one and the same ? Explain.
20. What are environmental regulations ?
21. What is business strategy ?
22. What do you mean by harassment in workplace ?

(8 × 2 = 16)

Part C

*Answer any six questions.
Each question carries 4 marks.*

23. Discuss the importance of ethics in business.
24. Explain the factors influencing business ethics.
25. What benefits accrue to business if ethics is made part of its strategy ?
26. How can you judge whether a business is socially responsible or not ? Justify.
27. What are the criteria for ethical decision making ?
28. "Virtue ethics helps us understand what it means to be a virtuous human being." Explain.
29. Describe the elements present in an ethical organisation.
30. Explain the effects of not preserving our natural resources.
31. Discuss the features of India's current social environment.

(6 × 4 = 24)

Part D

*Answer any two questions.
Each question carries 15 marks.*

32. Explain the ethical issues in Indian Society.
33. Describe the characteristics of village community in India.
34. Explain the ethical decision making process.
35. Explain the ethical elements in an organisation.

(2 × 15 = 30)