

APRIL 2017

72212/MAM5R

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions.

1. Define Business Ethics.
2. What is code of Ethics?
3. Define Theft.
4. What are ethical hotlines?
5. State the reasons for Deception.
6. List out different types of Promotion.
7. What do you mean by physical environment?
8. Define Society.
9. State the purpose of Job Description.
10. What is meant by corporate value?
11. Define Intellectual property Rights.
12. State the social objectives of Business.

ii) BBA - Business Ethics and Values

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions.

13. Explain the various approaches to Ethics.
14. Discuss the relationship between social culture and individual ethics.
15. Discuss the pros and cons of Bribes.
16. Explain the procedure for wage determination.
17. Discuss the relationship between values and ethics.
18. How will you reconcile the conflicting claims on business?
19. Account for the growing concern for social responsibility of Business.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

20. Make a comparison between Personal Ethics and Professional Ethics.
21. Explain the elements of Business Ethics.

22. Write an essay on code of Discipline.
 23. Explain the case for and against social responsibility of Business.
 24. "Relationship between Government and Business is mutual and reciprocatory" – Discuss.
-