

NOVEMBER 2022

65168/KDAXB/
KDFXA

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer any TEN questions.

1. What is the fundamental aim of ethics?
2. Define Business Ethics.
3. List the types of ethical issues in a business.
4. What is Hedonism?
5. What is work ethics?
6. Define Advertising.
7. What is Ecology?
8. Define the term CSR.
9. What is corporate governance?
10. What do you mean by board meetings?
11. Give the components of a governance committee.
12. Define codes of governance.

ii Blom → Business Statistics

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions.

13. Write a note on values indicating the test to accept those expression as values.
14. Law and Ethics are identical —Do you agree with this statement.
15. Write a note on 'code of ethics'.
16. Briefly point out the employee rights in India.
17. Write a note on environmental responsibility of ethics.
18. 'The objective of a business is to create customer'- Explain.
19. State the origin of corporate governance.
22. Classify the ethical issues in business.
23. What do you mean by exploitation of employees? Discuss how this could be done at different levels.
24. Discuss in detail about the effectiveness of advertisement and bring out its features.
25. What is Business giving? In what way this will help in extending social responsibilities of business.

PART C — (4 × 10 = 40 marks)

Answer any FOUR questions.

20. Highlights the pros and cons of ethical management.
21. Discuss the role and importance of ethics in business.