



UN – 425

III Semester B.B.A. Examination, November/December 2015  
(Semester Scheme) (CBCS) (Fresh) (2015-16 and Onwards)  
3.7 : BUSINESS ETHICS

Time : 3 Hours

Max. Marks : 70

**Instruction:** Answer only in English

SECTION – A

(5×2=10)

I. Answer **any five** of the following :

1. a) Give the meaning of ethics.
- b) What is crisis management ?
- c) Define corporate culture.
- d) What do you mean by honesty ?
- e) What is tax avoidance ?
- f) What do you mean by corporate governance ?
- g) What is code of conduct ?

SECTION – B

(3×6=18)

II. Answer **any three** of the following :

- 2) Explain various principles of business ethics.
- 3) Write a brief note on karma yoga.
- 4) Write a note on Narayana Murthy Committee report on corporate governance.
- 5) Explain ethical issues in HRM.
- 6) Explain the features of CSR.

SECTION – C

III. Answer **any three** of the following :

(3×14=42)

- 7) Explain the following terms :
    - i) Personal selling
    - ii) Churning
    - iii) Deception.
  - 8) Explain evolution of corporate social responsibility in India.
  - 9) Explain the various types of ethics.
  - 10) Explain the advantages and disadvantages of corporate governance.
  - 11) What is corporate culture ? Explain the importance of corporate culture.
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