

Q.P. Code : 14326

**Third Semester B.B.A. Degree Examination,
November/December 2019**

(CBCS – Freshers Scheme – 2018-19)

Business Administration

Paper 3.7 – BUSINESS ETHICS

Time : 3 Hours]

[Max. Marks : 70

Instructions to Candidates : Answers should be written in English only.

SECTION – A

I. Answer any **FIVE** sub-questions. Each sub-question carries **2** marks :
(5 × 2 = 10)

1. (a) What is Business Ethics?
- (b) Give the meaning of Proactive.
- (c) Define corporate governance.
- (d) What is stacking?
- (e) Give the meaning of code of conduct.
- (f) What is cross culture?
- (g) What do you mean by Ethics in Management?

SECTION – B

II. Answer any **THREE** questions. Each question carries **6** marks :
(3 × 6 = 18)

2. What are the objectives of Business Ethics?
3. What are unethical activities in Finance?
4. Bring out the need for CSR.
5. Give the highlights of Birla committee on corporate governance.
6. Explain the Importance of Corporate Culture in an organization.

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SECTION - C

- III. Answer any **THREE** questions. Each question carries **14** marks : **(3 × 14 = 42)**
7. Explain the Arguments for and against Business Ethics.
 8. What are the various ethical issues in marketing? Explain.
 9. Discuss the various virtues of Personal Ethics.
 10. Explain the role of Corporate Governance in a company.
 11. Explain the cross cultural issues in Ethics.