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Reg. No.

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III Semester B.B.A. Degree Examination, April - 2022

BUSINESS ADMINISTRATION

Business Ethics

(CBCS Scheme 2018 Batch Repeaters)

Paper : 3.7

Time : 3 Hours

Maximum Marks : 70

*Instructions to candidates :*

Answer should be written in English only.

## SECTION - A

- I. Answer any **Five** questions. Each question carries 2 Marks. (5×2=10)
1. a) Define the term "Business Ethics" (2)  
b) What is creative accounting? (2)  
c) What is crisis management? (2)  
d) Mention any two objectives of corporate governance. (2)  
e) What is professional ethics? (2)  
f) Give the meaning of virtue of humility. (2)  
g) Mention any two CSR activities of any companies in India. (2)

## SECTION - B

- II. Answer any **Three** of the following. Each question carries 6 Marks. (3×6=18)
2. Discuss the factors which influence Business Ethics. (6)  
3. Explain the measures to be adopted to become Karma Yogi. (6)  
4. Briefly discuss any six unethical practices in financial management. (6)  
5. Discuss the cross-cultural issues in ethics. (6)  
6. Explain the benefits of good corporate governance. (6)

[P.T.O.]

**SECTION - C**

- III.** Answer any **Three** of the following. Each question carries 14 Marks. (3×14=42)
7. Briefly explain the ethical issues in marketing. Give examples. (14)
  8. Discuss the recommendations of Naresh Chandra committee and Narayana Murthy committee on corporate governance. (14)
  9. Illustrate the impact of different types of corporate culture on employee performance. (14)
  10. Discuss the different types of business ethics and explain its importance. (14)
  11. Explain the business impact and benefits of corporate social responsibility. (14)

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