

BBA 2005

B.B.A. DEGREE EXAMINATION, JANUARY 2021.

Second Year

Business Administration

BUSINESS ETHICS

Time : Three hours

Maximum : 100 marks

PART A — (5 × 8 = 40 marks)

Answer any FIVE out of Eight questions.

1. Bring out the important of “ Ethics” in business.
2. Write about the term “ Ethical dilemma”.
3. Give a brief account on “Harassment in Workplace”.
4. What are the effects of pollution and resource depletion – Explain.
5. Explain the role of “Ethics in Advertising”.
6. How can finance and accounting professionals resolve the dilemmas in their worklife? Explain.

7. What is meant by corporate governance? State the major characteristics of it.
8. What is corporate Social Responsibility? Why is it needed in an Indian business environment?

PART B — (4 × 15 = 60 marks)

Answer any FOUR out of Six questions.

9. Describe the nature and purpose of ethics and morals for organisational interests.
10. Explain in detail the “ Consequential theories”.
11. Distinguish between personal and professional ethics in an organisation. Illustrate with suitable examples.
12. What are Indian government’s initiatives in promoting healthy competition to protect the consumer’s interests? Discuss.
13. Explain the role played by the audit committees in regulating the corporate governance.
14. Discuss the different approaches to corporate social responsibility (CSR).