

Roll No.

[2]

Or

What are the tools to communicate social responsibility activities. Write how do you measure the benefit of social responsibility.

Unit—III

3. What is Code of Ethics ? How does an organization formulate and implement code of ethics ?

Or

Why do ethics, ethical behaviour and trust play an important role in business ? Explain various theories of ethics.

Unit—IV

4. Define social audit. What does social audit focus on ? Discuss the limitations and factors to consider in social audit.

Or

Write short note on the following :

- (i) Approaches to social audit
- (ii) Steps involved in social audit

Unit—V

5. What are the major social responsibilities of business managers. How is social responsibility different from legal responsibility ?

Or

Write short notes on the following :

- (i) Argument for and against social responsibilities.
- (ii) Business is essentially, a social institution and not merely a profit making activity ? Explain.

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B. B. A. (Sixth Semester)

EXAMINATION, May-June, 2021

BUSINESS ETHICS

(130)

Time : Three Hours]

[Maximum Marks : 90

[Minimum Pass Marks : 32

Note : Attempt all the *five* questions. *One* question from each Unit is compulsory. All questions carry equal marks.

Unit—I

1. What is Business Ethics ? Describe its nature. Is business ethics a necessity ?

Or

Explain the role of values in the making of business ethics. How these can be incorporated in working out business strategy ?

Unit—II

2. Discuss the concept of social responsibility of business. Discuss the advantages and disadvantages of being socially responsive.

P. T. O.