



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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