

Total No. of Questions : 3]

SEAT No. :

PB-1435

[Total No. of Pages : 2

[6225]-503

T.Y. B.B.A.

503 : BUSINESS ETHICS
(2019 Pattern) (Semester - V)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) A) Multiple Choice Questions : [5]

- i) Who are organisational stakeholders?
 - a) Government
 - b) Employees
 - c) Shareholders
 - d) All of the above
- ii) _____ is the act of disclosing confidential information to unauthorized individuals for personal gain or other reasons.
 - a) Bribery
 - b) Insider trading
 - c) Whistleblowing
 - d) Transparency
- iii) _____ is a set of principles that guides business practices to ensure fairness and integrity in dealings with all stakeholders.
 - a) Corporate Governance
 - b) Whistle blower
 - c) Complainant
 - d) None of the above
- iv) Study of ethical issues arising out of product information dissemination and making it available in the market is known as
 - a) HRM ethics
 - b) Marketing ethics
 - c) Information Technology (IT) ethics
 - d) All of the above
- v) _____ is the responsibility of businesses to contribute to the well-being of society and the environment beyond their economic obligations.
 - a) Profit maximization
 - b) Sustainable development
 - c) Stakeholder management
 - d) Legal compliance

P.T.O.

B) Match the pairs : [5]

A	B
i) Ethical Responsibility	a) Negotiations power to employees
ii) Ethical Dilemma	b) Using profit for societal activities
iii) Collective bargaining	c) Environmental sustainability
iv) Marketing ethics	d) Misleading advertisement
v) Ecofriendly packaging	e) Conflict of interest

C) Answer in one sentence : [5]

- i) Define whistleblowing.
- ii) Give 2 objectives of business ethics.
- iii) What is the meaning of the term bribery?
- iv) What is meant by fair price?
- v) Mention any two argument in favor CSR.

D) Fill in the blanks : [5]

- i) Ethics is derived from the word _____.
- ii) Whistle blower protection act was initiated in the year _____.
- iii) CSR stands for _____.
- iv) _____ pollution reflects visible and invisible impurities in water.
- v) International business is business between _____ or more countries.

Q2) Long Answer questions (Attempt any 3 out of 5) : [30]

- a) Explain in detail the functions of business ethics.
- b) Explain in detail the concept of workplace safety and its significance.
- c) Define CSR. Explain in detail arguments against CSR.
- d) Explain types of functional ethics in detail.
- e) Explain the obstacles and impact of sustainable development.

Q3) Short notes (Attempt any 4 Out of 6) : [20]

- a) Difference between workplace Ethics and Laws
- b) Leadership Ethics
- c) Employee rights
- d) Ethics in advertising
- e) Environmental ethics
- f) Protection of consumer privacy online.

