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SN – 534

III Semester B.B.A. Degree Examination, November/December 2017  
(CBCS) (F + R) (2015-16 and Onwards)

**BUSINESS ADMINISTRATION**

**3.7 : Business Ethics**

Time : 3 Hours

Max. Marks : 70

**Instruction :** Answer should be written in **English only**.

SECTION – A

- I. Answer **any five** sub-questions. **Each** sub-question carries **two** marks. **(5×2=10)**
- 1) a) What is Normative ethics ?
  - b) What are human values ? Give any two examples.
  - c) What is personal ethics ?
  - d) What is affirmative action ?
  - e) What is social audit ?
  - f) What is corporate culture ?
  - g) Name any four corporate Governance Committees in the Indian context.

SECTION – B

- II. Answer **any three** of the following. **Each** question carries **six** marks. **(3×6=18)**
- 2) State the limitations of Corporate Governance.
  - 3) Explain the importance of business ethics.
  - 4) Briefly analyse any six unethical practices in financial management.
  - 5) What is cross-cultural management ? Explain any three issues in CCM.
  - 6) What is invasion of privacy ? Give any four living examples.

P.T.O.



## SECTION - C

III. Answer **any three** of the following. **Each** question carries **fourteen** marks. **(3x14=42)**

- 7) Discuss the arguments for and against business ethics.
- 8) What is ethics in marketing ? Discuss the ethical issues involved in marketing.
- 9) Explain the impact of corporate culture on business stakeholders.
- 10) Discuss in detail the Cadbury Committee, Sarbanes Oxley Committee and Kumaramangalam Birla Committee on Corporate Governance.
- 11) Write short notes on :
  - a) Virtue of humility.
  - b) Crisis management.
  - c) White-collar crimes.