

- Q.20 How can you address ethical challenges in diverse business contexts ?
- Q.21 Write a short note on code of conduct .
- Q.22 How can leadership help in building an ethical corporate culture.

SECTION-D

Note: Long answer type questions. Attempt any two questions out of three questions. (2x8=16)

- Q.23 What do you mean by ethics ? Explain various ethical theories in detail .
- Q.24 Discuss the impact of cognitive factors on ethical decision making.
- Q.25 Define Corporate Social Responsibility. Explain in detail the role of stakeholders in promoting CSR initiatives.

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226754C

**5th Sem. / Business Management
(Marketing, Retail and HRM)**

Subject : Business Ethics

Time : 3 Hrs.

M.M. : 60

SECTION-A

Note: Multiple choice questions. All questions are compulsory (6x1=6)

- Q.1 What is the primary goal of business ethics ?
- a) To increase profits
 - b) To guide ethical decision-making in business
 - c) To reduce competition
 - d) To enforce legal compliance
- Q.2 Which of the following is NOT an ethical principle ?
- a) Honesty
 - b) Self-interest
 - c) Integrity
 - d) Fairness
- Q.3 Ethics in business primarily deal with:
- a) Personal values
 - b) Advertising practices
 - c) Corporate responsibilities and principles
 - d) Profit margins

- Q.4 A key factor in ethical decision-making is:
- Considering the impact on all stakeholders
 - Considering only profits
 - Ignoring legal implications
 - Following competitor's practices
- Q.5 In ethical decision-making, Which of the following means "doing the greatest good for the greatest number"?
- Rights approach
 - Justice approach
 - Virtue ethics
 - Utilitarianism
- Q.6 CSR emphasizes:
- Environmental sustainability and community support
 - Profit maximization
 - Tax reduction strategies
 - Personal wealth accumulation

SECTION-B

- Note:** Objective/ Completion type questions. All questions are compulsory. (6x1=6)
- Q.7 "Triple Bottom Line" in CSR refers to people, Planet and.....(Profits/Partners)
- Q.8 Exaggerating benefits of a product is an example of unethical advertising. (True/False)
- Q.9 Insider trading is considered(ethical /unethical)

(2)

226754C

- Q.10 An ethical corporate culture is one which maximizes profits at all costs.(True/False)
- Q.11 An organization's shared values and ethical beliefs are known as(Corporate culture /competitive advantage)
- Q.12occurs when there is a conflict between two ethical principle.(Code of Conduct/Ethical dilemmas)

SECTION-C

- Note:** Short answer type questions. Attempt any eight questions out of ten questions. (8x4=32)
- Q.13 Why ethics are important for a business organization?
- Q.14 Write a short note on ethical decision-making framework.
- Q.15 How is business ethics related to business sustainability?
- Q.16 Briefly explain the concept of ethical dilemma with an example.
- Q.17 Suggest some steps that can help in promoting integrity in organizations.
- Q.18 Explain in brief environmental dimension of CSR.
- Q.19 Discuss in brief some ethical issues involved in marketing.

(3)

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