



III Semester B.B.A. Degree Examination, November/December 2018  
(CBCS) (F+R) (2015 – 16 & Onwards)  
**BUSINESS ADMINISTRATION**  
3.7 : Business Ethics

Time : 3 Hours

Max. Marks : 70

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

SECTION – A

I. Answer **any five** of the following. **Each** sub-question carries **two** marks. (5×2=10)

- 1) a) Define the term "Happiness".
- b) What is corporate crime ? Give any two examples.
- c) Give any two objectives of business ethics.
- d) Name any four ethically sound companies in India.
- e) Who is a nominee director ?
- f) What is transactional ethics ?
- g) Give the meaning of "ethics in HRM".

SECTION – B

II. Answer **any three** of the following. **Each** question carries **six** marks. (3×6=18)

- 2) Write a note on 'Ethics in technology'.
- 3) What are the advantages of ethics at workplace ?
- 4) Explain the concept of virtue of humility in relation to personal ethics.
- 5) Give the highlights of Narayan Murthy Committee recommendations on corporate governance.
- 6) Write a note on corporate culture.

SECTION – C

III. Answer **any three** of the following. **Each** question carries **fourteen** marks. (3×14=42)

- 7) Write a short note on :
  - a) CSR issues in management.
  - b) Crisis management.

P.T.O.



- 8) What are the various ethical issues in financial management ? Explain.
  - 9) Explain the concepts :
    - a) Proactiveness
    - b) Ethics of virtue
    - c) Human values.
  - 10) Discuss the various issues relating to ethics in advertising.
  - 11) What is Corporate Governance ? Explain the importance of Corporate Governance in modern context with living examples.
-