

No. of Printed Pages : 2



GN-372

101290

III Semester B.B.A. Examination, December - 2019
(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** of the following sub-questions. Each sub-question carries **two** marks. **5x2=10**

1. (a) What is Ethical Behaviour ?
(b) What is Normative Ethics ?
(c) Give the meaning of Karma Yoga.
(d) State any 4 elements of Emotions.
(e) What is Professional Ethics ?
(f) What is Tax evasion ?
(g) Give the meaning of corporate culture.

SECTION - B

II. Answer **any three** of the following questions. Each question carries **six** marks. **3x6=18**

2. Write a note on Ethics in HRM.
3. Explain the characteristics of ethics.
4. Mention the factors that Promote Happiness.
5. Write a note on cross cultural issues in ethics.
6. Give the highlights of Narayana Murthy Committee recommendations on corporate governance.

P.T.O.

**SECTION - C**

III. Answer **any three** of the following questions. Each question carries **fourteen** marks.

3x14=42

7. Explain the factors influencing Business Ethics.
8. Explain the ethical issues in Marketing.
9. What is corporate governance ? Explain the importance of corporate governance.
10. Write a note on :
 - (a) Crisis Mgt
 - (b) CSR
11. Discuss the code of ethics in Finance Professional.

- o o o -