



**GN-372**

100963

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.

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## 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.

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