

Marks: 75

Duration: 2 1/2 Hours

N.B.: (1) All questions are compulsory. (2) Figures to the right indicate full marks.

Q.I. B. Fill in the blanks using the words given (any 8)

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- The word ethics has been derived from Greek word _____. (Etose, Ethos, Ethoes)
- One's own principles for deciding the right & wrong is called as _____. (Moral, Value, Ethics)
- Greatest happiness for greatest number of people is _____ approach of ethics. (Teleological, Utilitarian, Normative)
- Protecting the interest of the consumers is explained under Consumer Protection Act _____ of India. (1986, 1968, 1987)
- _____ is the process of doing business with the help of internet. (On-line, e-commerce, B2B)
- The increasing interaction of people through international business beyond political boundaries is called as _____. (International Trade, Globalization, Global Business Network)
- _____ is a business approach that contributes to sustainable development by delivering economic, social and environmental benefits for all stakeholders. (Corporate Social Responsibility, Sustainable Development, Business Ethics)
- A legal right to protect Lyrics is called as _____. (Copy Right, Trade Mark, Patent)
- _____ is a condition or circumstance that puts a company in a favorable or superior business position. (Ethical Practices, Sustainable development, Corporate Social Responsibility)
- The Professional ethics had secular application by at least the year _____. (1675, 1756, 1657)

Q.I. A. Match the column (any 7)

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Column A

Column B

- | | |
|--------------------------------------|--|
| 1. Values | a. the unauthorized use or reproduction of another's work |
| 2. Applied Ethics | b. Doing business with other countries. |
| 3. Virtue Ethics | c. Import of restrictive goods. |
| 4. International Trade | d. Practical application of Moral Consideration. |
| 5. Patent | e. any name, symbol, figure, letter, word, or mark adopted and used by a manufacturer |
| 6. Ethics & Finance | f. Good people do good acts out of their understanding. |
| 7. Unethical Advertising | g. Disclosure of all material facts in balance sheet. |
| 8. Piracy | h. Something which one gets from its family, society, culture etc. |
| 9. Trade Mark | i. A government authority or license conferring a right or title for a set period especially for inventions. |
| 10. Unethical foreign trade practice | j. Hiding of material facts or misleading claims. |

Q.II.A. Define Business Ethics. Explain the challenges managers had to face while performing ethical business in 21st century.

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OR

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Q.II.B. What are the different theories of ethics?

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Q.III.A. What is Globalisation? What are the roles of business ethics in business for its development and growth?

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OR

Q.III.B. Define E-commerce. Describe the ethical issues involved in e-commerce.

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Q.IV.A. Explain the relationship of business ethics with CSR, Environment and Social Justice.

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OR

Q.IV.B. What are ethical issues involved with Marketing and HRM?

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Q.V.A. What is Copy Right? Explain why Intellectual Property Right is important?

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Q.V.B. Define trade mark. Why trade mark is important for business?

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OR

Q.V. C. Short Notes: - (Any Three out of five)

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- (a) Moral and ethics
- (b) Global Business Network
- (c) Web Spoofing
- (d) Types of Ethics
- (e) Ethics and HRM
