

Time: 2½ hrs

75 Marks

Note: 1. Attempt all the questions

2. Figures to right indicate full marks.

Q.1 A) Match the column (any 8) 08

A

1. Ethics in finance
2. Remuneration committee
3. Business Ethics
4. Social responsibility
5. General Body Meeting
6. Ethical Dilemma
7. Board of Directors
8. Related party transaction
9. Clause 49
10. Right to be informed

B

- a) Consumer right
- b) Universal application
- c) Concern for those outside the firm
- d) Window dressing
- e) Ethical paradox
- f) Birla Committee
- g) Postal Ballot exercise
- h) Remuneration policy
- i) Representative of shareholders
- j) Pre-existing connection prior to the transaction

A) Fill in the blanks with appropriate alternative (any 7) 07

1. Ethics of individual and collective citizenship is \_\_\_\_\_ ethics.  
a. Participatory ethic b. Recognition ethics c. Contractual ethics  
d. Transactional ethics
2. Which of the following is not an ethical issues \_\_\_\_\_.  
a. Organization b. System related c. Corporate issues d. Individual issues  
Communication issues
3. An \_\_\_\_\_ in an organization ensures that compliance with law is fulfilled by a desire to abide by the laws.  
a. Ethical climate b. Moral climate c. Information system d. Control system  
system
4. What is right or wrong is constant in all places or circumstances is known as \_\_\_\_\_.  
a. Ethical absolutism b. Ethical relativism c. Ethical subjectivism d. Ethical  
objectivism
5. Ethics in Indian concept is known as \_\_\_\_\_.  
a. Rajneeti b. Ranniti c. Arthashastra d. Niti-Shastra
6. Satya and \_\_\_\_\_ are main principals of Gandhian Philosophy.  
a. Kindness b. Ahimsa c. Violence d. Ethics
7. Mahatma Gandhi consider the \_\_\_\_\_ as the sole purpose for which an enterprise exists.  
a. Profit b. Sellers c. Consumers d. Employees
8. \_\_\_\_\_ Is an element of promotion mix  
a. Advertising b. Sales c. Pricing d. Finance & Accounting
9. \_\_\_\_\_ is form of untruthful advertising.  
a. Exaggeration b. Publicity c. Branding d. Positioning
10. \_\_\_\_\_ Management is a management function concerned with hiring, motivating, and maintaining workforce in an organization.  
a. Finance b. Marketing c. HR d. Sales

- Q.2 A) Explain the Gandhian philosophy of ethical behavior **08**  
B) Explain the need and importance of business ethics to business firms. **07**  
**OR**  
C) What are the various characteristics of business ethics **08**  
D) What are the factors influencing business ethics? **07**
- Q.3 A) What are the preventive measures required to handle unethical practices in e-commerce? **08**  
B) Explain the concept of Globalization **07**  
**OR**  
C) Explain the ethical issues in e-commerce **08**  
D) Explain the marketing ethics in foreign trade **07**
- Q.4 A) What is corporate social responsibility? What are the features of it? **08**  
B) Write a note on Intellectual property right **07**  
**OR**  
C) What are the ethical practices in marketing? **08**  
D) Define ethical climate and explain types of it. **07**
- Q.5 A) Explain the ethics in copyright and patents? **08**  
B) What are the ethical issues in Human resource management? **07**  
**OR**  
Write short notes (any three) **15**  
1. Trade Marks  
2. CSR through Triple line in business  
3. Ethical practices in Finance  
4. Causes of unethical behavior  
5. Sources of ethics

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