

Time: 2 hrs. 30 min

Total marks: 75

N.B. (1) All questions are compulsory

(2) Figures to the right indicate full marks

**Q-1 A. State whether the following statements are True or False. (Attempt any 8) 8**

1. Ethics does not help in gaining any kind of knowledge.
2. Foreign trade ethics deals with ethical problems related to globalization.
3. Ethical leader in an organization can direct employees by example and guide them in making decisions.
4. Kant is responsible for the most prominent and well known form of deontological ethics.
5. Business Ethics aims at Protecting consumer's rights.
6. Professional ethics encompass the personal, and corporate standards of behaviour expected by professionals.
7. Mill devoted his life to the defence and promotion of the general welfare.
8. Surrogate advertising is a type of Ethical advertising.
9. According to the Gandhian Concept "All business firms must work like a Trust."
10. Disclosure is the key mechanism for achieving transparency.

**Q-1 B. Match the columns: (Attempt any 7) 7**

1. Surrogate advertising is a type of \_\_\_\_\_ advertising. (Ethical/Unethical/both)
2. Business ethics aims at \_\_\_\_\_ consumer's rights. (Protecting/Damaging/none)
3. The ethics is derived from the Greek word \_\_\_\_\_. (Ethos/Ethenic/enthusiastic)
4. "Enjoy the wealth by renouncing it" was the belief of \_\_\_\_\_. (Bentham/Kant/Gandhi)
5. According to Bentham's \_\_\_\_\_ recognizes the fundamental role of pain and pleasure in human life. (Principle of Utility/Principle of satisfaction/both)
6. According to Socialism principle of Trusteeship, the society is given much more importance than an \_\_\_\_\_. (Individual/ Society/Group)
7. \_\_\_\_\_ are the major sellers of the ads and products. (Children/ individual/ group)
8. Advertising creates \_\_\_\_\_ needs. (Artificial/social/basic)
9. \_\_\_\_\_ can also appear in sales promotion. (Deception/ reception/perception)
10. Jeremy Bentham's theory is popularly known as \_\_\_\_\_ Utilitarianism. (quantitative/qualitative/objective)

**Q-2 Answer the following Questions: (Any 2) 15**

- a) Define Business Ethics and state its various features? 8
- b) Explain the various negative effects of false advertising. 7

**OR**

- c) State the objectives and importance of ethics? 8
- d) What are the different principles of business ethics? 7

**Q-3 Answer the following Questions: (Any 2) 15**

- a) State the limitations of trusteeship with principles. 8
- b) Write down the advantages and disadvantages of advertising. 7

**OR**

- c) What are the various importances of international business ethics? 8
- d) Explain the various types of unethical principles in advertising. 7

**Q-4 Answer the following Questions: (Any 2) 15**

- a) Write a note on Whistle Blowing. 8
- b) Mention the various Workers rights and duties in an organization. 7

**OR**

- c) Which are the various Ethics used for Environment Protection. 8
- d) What are the various Ten Commandments of Ethical Behaviour? 7

**Q-5 Answer the following Questions: (Any 2) 15**

- a) Write down the Role of Business Ethics in Building a Civilized Society. 15

**OR**

**b) Write Short notes on: (Any 3/5) 15**

1. Concept of Charity.
2. Corporate Ethics.
3. Ethical issues in marketing mix.
4. Types of Unethical advertisements.
5. Sustain business with the help of CSR.

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