

**BBA LLB
THIRD SEMESTER
BUSINESS ETHICS
BBLB – 303**
(USE OMR FOR OBJECTIVE PART)

**SET
A**

Duration: 3 hrs.

Full Marks: 70

Time: 30 min.

(Objective)

Marks: 20

Choose the correct answer from the following:

1 × 20 = 20

1. Which of the following is not a good ethical practices?
 - a. Environmental unconsciousness
 - b. Employee diversity
 - c. Fair compensation
 - d. Data protection
2. Ethics is a _____.
 - a. Psychological
 - b. Philosophical
 - c. Physical
 - d. Parental
3. Which of the following is NOT a type of business ethics?
 - a. Normality
 - b. Meta
 - c. Applied
 - d. Descriptive
4. Which of the following is/are objectives of Business Ethics?
 - a. Promoting Ethical Behavior
 - b. Protecting Stakeholder Interests
 - c. Enhancing Corporate Reputation
 - d. All the above
5. The word ethics is derived from the Greek word _____.
 - a. Ethens
 - b. Ethos
 - c. Empathy
 - d. Ethical
6. _____ values are often the highest-ranked values for individuals, remain consistent throughout the course of their lives, and motivate people to take action toward accomplishing their goals.
 - a. Instrumental
 - b. Cultural
 - c. Terminal
 - d. None of these
7. Which of the following is not a sources of Ethics
 - a. Family
 - b. Religion
 - c. Empathy
 - d. Laws
8. _____ refers to stealing of business plans, industrial secrets, technical details and patents ethics.
 - a. Subliminal Advertising
 - b. Industrial espionage
 - c. Surrogate Advertising
 - d. None of the above

9. The basis of modern CSR is rooted in _____ 1996 "Pyramid of Corporate Social Responsibility"
 - a. Archie Carroll's
 - b. Joseph Schempter's
 - c. Andrew Carnegie's
 - d. Howard Bowen's
10. Maintaining high ethical standards in the organization leads to-
 - a. Customer loyalty and satisfaction
 - b. Legal compliance
 - c. Competitive advantage
 - d. All the above
11. Which of the following is NOT a Grounded rules for ethical decision making-
 - a. Trustworthiness
 - b. Fairness and Justice
 - c. Ethical conflict
 - d. Responsibility
12. The phenomenon of encouraging employees to come forward to report unethical practices in an organization is called as _____.
 - a. Whistleblowing
 - b. Reporting
 - c. Watchdogging
 - d. Protection
13. _____ provide ideals and standards with which to evaluate things, choices, actions, and events.
 - a. Values
 - b. Ethics
 - c. Attitude
 - d. Norming
14. Which of the following is NOT a type of values?
 - a. Terminal
 - b. Instrumental
 - c. Dormant
 - d. Dominant
15. "End justifies the means" - is the base of which ethical approach?
 - a. Utilitarian
 - b. Deontological
 - c. Social justice
 - d. Psychological
16. _____ is a marketing strategy that promotes a product that is restricted or banned from advertising by using the brand image of another product from the same company.
 - a. Subliminal advertising
 - b. Process strategy
 - c. Surrogate advertising
 - d. Price discrimination
17. Which of the following is NOT an unethical practice?
 - a. Discrimination
 - b. Whistleblower protection
 - c. Industrial espionage
 - d. Insider trading
18. Donating money from company profits is an aspect of-
 - a. Donation
 - b. Fund rising
 - c. Philanthropy
 - d. None of the above
19. Who are organisational stakeholders?
 - a. Government
 - b. Employees
 - c. Customers
 - d. All of the above

20. Which of the following does the term Corporate Social Responsibility relate to?
- Ethical conduct
 - Environmental practice
 - Community investment
 - All of the above

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Descriptive

Time : 2 hrs. 30 min.

Marks : 50

[Answer question no.1 & any four (4) from the rest]

- What is ethics? Discuss different types of ethics? Why ethics is important in modern day business organizations? 2+5+3
=10
- Discuss the different objectives of business ethics? Highlight the different ethical practices in today's business organizations? 5+5=10
- What are the different sources of ethics? Discuss how to implement business ethics in business organizations? 5+5=10
- How CSR benefits the business organization? Highlight the CSR provisions for the corporates according to the Companies Act? 5+5=10
- What is Corporate Social Responsibility? Discuss the CSR initiatives of USTM? 5+5=10
- What is Pyramid of Corporate Social Responsibility? 10
- Discuss the ethical issues in Financial Management? 10
- Discuss in details the different approaches of ethics in Management with suitable example? 10

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