

**BBA LLB**  
**THIRD SEMESTER**  
**BUSINESS ETHICS**  
**BBLB – 303**  
[USE OMR FOR OBJECTIVE PART]

Duration: 3 hrs.

**SET**  
**A**

Full Marks: 70

Time: 30 min.

Marks: 20

**( Objective )**

**Choose the correct answer from the following:**

**$1 \times 20 = 20$**

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

2000-2001

## Descriptive

Time : 2 hrs. 30 min.

**Marks : 50**

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

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

— \* \* \* —