



GN-372

102028

III Semester B.B.A. Examination, December - 2019
(CBCS) (F+R) (2015-16 and Onwards)

BUSINESS ADMINISTRATION

3.7 : Business Ethics

Time : 3 Hours

Max. Marks : 70

Instruction : Answer should be written in **English** only.

SECTION - A

- I. Answer **any five** of the following sub-questions. Each sub-question carries **two** marks. **5x2=10**
1. (a) What is Ethical Behaviour ?
(b) What is Normative Ethics ?
(c) Give the meaning of Karma Yoga.
(d) State any 4 elements of Emotions.
(e) What is Professional Ethics ?
(f) What is Tax evasion ?
(g) Give the meaning of corporate culture.

SECTION - B

- II. Answer **any three** of the following questions. Each question carries **six** marks. **3x6=18**
2. Write a note on Ethics in HRM.
 3. Explain the characteristics of ethics.
 4. Mention the factors that Promote Happiness.
 5. Write a note on cross cultural issues in ethics.
 6. Give the highlights of Narayana Murthy Committee recommendations on corporate governance.

P.T.O.

**SECTION - C**

III. Answer any three of the following questions. Each question carries fourteen marks. 3x14=42

- 7. Explain the factors influencing Business Ethics.**
- 8. Explain the ethical issues in Marketing.**
- 9. What is corporate governance ? Explain the importance of corporate governance.**
- 10. Write a note on :
(a) Crisis Mgt
(b) CSR**
- 11. Discuss the code of ethics in Finance Professional.**

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