

TJBBI
29/11/2022

PROGRAM CODE : 2C00345

Time: 2 ½ Hours

Total Marks 75

- N.B (1) all questions are compulsory
(2) All questions carry equal marks

Q1 A) Fill in the blanks (Any 8)

8

- I. _____ Ethics can affect all areas of life, including family, finances and relationships.
(Personal/ professional)
- II. The term deontology comes from the Greek word 'deon, meaning _____ (Kantian/ Utilitarianism)
- III. _____ is the study of principles, rules or theories that guide our actions and judgments. To determine what actually is morally right or wrong.
(Descriptive ethics/ Normative ethics)
- IV. The Quran , the religious text of _____ (Islam/Jains)
- V. "Enjoy the wealth by renouncing it" was the belief of _____ (Bentham / Gandhi)
- VI. The Chairman of the Audit committee will be _____ director. (Independent/ Nominee)
- VII. The pivotal role in any system of corporate governance is performed by _____ (government/ board of directors)
- VIII. Primary responsibility for preventing fraud in an organization is on _____ (Audit committee/ Remuneration committee)
- IX. In the Indian financial system , the SEBI regulates and monitors the corporate governance of listed companies in India through _____ (Clause 49 / Clause 410)
- X. The _____ is a 13 points action plans to fight with corruption.
(Zero tolerance/ political corruption)

Q1 B) Match the columns (Any 7)

	Group A		Group B
1	Utilitarian approach	A	Treatment on equal basis
2	Marketing Mix	B	The one who is affected by the actions of the business
3	Issues of Ethics in HRM	C	No conflict between personal and organizational interest
4	Fairness	D	Product, Price, Place, Promotion
5	Stakeholder	E	Checks stock market frauds
6	Arthashastra	F	Mill & Bentham
7	Disclosure Norms	G	Misuse of public money for private gain
8	Family Business	H	Handbook for running an empire
9	Corruption	I	Transparency
10	SEBI	J	Sexual Harassment

Q2. a) Highlight the importance of business ethics. (8)

b) What is Ethics in Foreign Trade? (7)

OR

c) What is Intellectual Property and mention ethical issues in copyright (8)

d) Mention the ethical issues in Perfect competition market. (7)

Q3. a) Elaborate the principles of Arthashastra. (8)

b) Elaborate all the ethical issues in advertising. (7)

OR

c) What are the underlying principles of ethical financial services industry? (8)

d) Describe Kant's Deontology theory in detail. (7)

Q4 (a) Discuss the areas of frauds in Insurance sector. Also mention preventive Measures. (8)

(b) Explain role of Business ethics in Business Development. (7)

OR

(c) What is Good Governance? Discuss the benefits of Good Governance. (8)

(d) What are Unfair Business Practices? Give few examples of unfair trade practices. (7)

Q5 (a) Highlight the role of Business Ethics in a globalized economy (8)

(b) Explain Zero Tolerance Corruption and its action plans. (7)

OR

Q5 Write Short Notes on: (any 3) (15)

a) Credit and Debit card Frauds.

b) Remedies of corruption.

c) Family Owned business.

d) Need for CSR.

e) Ethics in Marketing