

Duration: 2 $\frac{1}{2}$ Hrs.

Marks 75

Instruction:

- 1) All Questions are compulsory carrying 15 marks each
- 2) Figures to the Right Indicate full marks

Q.1. A) Complete the following statements by choosing the appropriate answers (Any 8) (8)

1. Which ethics is also known as applied ethics _____
 - a) Professional ethics
 - b) Business Ethics
 - c) personal ethics
 - d) managerial ethics

2. _____ is form of untruthful advertising
 - a) Exaggeration
 - b) Publicity
 - c) Branding
 - d) Positioning

3. The word moral is derived from the Latin word
 - a) Moralis
 - b) Morilitic
 - c) Monatic
 - d) MOS

4. CSR is a _____ term approach
 - a) Medium
 - b) Long
 - c) Short
 - d) Very short

5. The word Ethics is derived from which country
 - a) Greek
 - b) France
 - c) Japan
 - d) Russia

6. Regular and prompt payment of taxes is the responsibility towards ____
 - a) Customers
 - b) Government
 - c) Shareholders
 - d) Employee

7. Ethics is which science
 - a) Physics
 - b) chemistry
 - c) normative
 - d) biology

8. The companies Act _____ has made it mandatory for companies to undertake CSR Activities.
 - a) 2013
 - b) 2014
 - c) 2015
 - d) 2016

9. The Ethics of how we treat others in our day to day life is
 - a) Work ethics
 - b) personal ethics
 - c) professional ethics
 - d) Business Ethics

10. _____ ethics are the moral principles and values that need to be followed during any kind of marketing communication
 - a) Foreign trade
 - b) copyright
 - c) marketing
 - d) Finance

B) State whether the following statements are true or false (Any seven) (7)

1. Utilitarianism is rules based view of ethics.
2. Ahimsa is supreme say sacrifice & kindness.
3. Spamming clutter up opportunities for more useful information.
4. CSR brings social change in the society.
5. Environment sustainability reporting is mandatory in India.
6. Ethics is the area of trademark & patents can be violated.
7. Ethics is not a normative science.
8. The ethics of marketing covers those ethical issues arising around the employer – employee relationship.
9. Virtue Ethics is person rather than action based.
10. The global compact office is supported by six UN agencies.

Q.2.a) Define Business Ethics? Explain its importance? (8)

b) Explain Friedman's economic theory with reference to business ethics? (7)

OR

- c) Explain Gandhian principle of trusteeship? (8)
d) Describe various approaches to business ethics? (7)

- Q.3** a) what is corporate social responsibility? Explain its type? (8)
b) Discuss the scope of CSR? (7)

OR

- c) Define Copyright? What are ethical issues involved with copyrights? (8)
d) Explain in details the ethical practices in marketing & advertisement? (7)

- Q.4.** a) what is Global Business Network? Explain its principles & Benefits? (8)
b) Discuss the ethics in information technology? (7)

OR

- c) Explain role of business ethics in business development? (8)
d) Explain ethical practices in human resources management? (7)

- Q.5** a) What are the factors influencing CSR policy? (8)
b) Explain Ethical issues in E-Commerce? (7)

OR

Write short notes on (any three) (15)

- 1) Sources of ethics
- 2) Corporate philanthropy
- 3) Corporate Ethics
- 4) Ethics & marketing
- 5) Ethics in Global Economy