

N.B.: (1) All questions are compulsory. (2) Figures to the right indicate full marks.

Q.I. B. Fill in the blanks using the words given (any 8)

8

- a) The word ethics has been derived from Greek word _____. (**Etose, Ethos, Ethoes**)
- b) One's own principles for deciding the right & wrong is called as _____. (**Moral, Value, Ethics**)
- c) Greatest happiness for greatest number of people is _____ approach of ethics. (**Teleological, Utilitarian, Normative**)
- d) Protecting the interest of the consumers is explained under Consumer Protection Act _____ of India. (**1986, 1968, 1987**)
- e) _____ is the process of doing business with the help of internet. (**On-line, e-commerce, B2B**)
- f) The increasing interaction of people through international business beyond political boundaries is called as _____. (**International Trade, Globalization, Global Business Network**)
- g) _____ is a business approach that contributes to sustainable development by delivering economic, social and environmental benefits for all stakeholders. (**Corporate Social Responsibility, Sustainable Development, Business Ethics**)
- h) A legal right to protect Lyrics is called as _____. (**Copy Right, Trade Mark, Patent**)
- i) _____ is a condition or circumstance that puts a company in a favorable or superior business position. (**Ethical Practices, Sustainable development, Corporate Social Responsibility**)
- j) The Professional ethics had secular application by at least the year _____. (**1675, 1756, 1657**)

Q.I. A. Match the column (any 7)

7

Column A

Column B

- | | |
|--------------------------------------|--|
| 1. Values | a. the unauthorized use or reproduction of another's work |
| 2. Applied Ethics | b. Doing business with other countries. |
| 3. Virtue Ethics | c. Import of restrictive goods. |
| 4. International Trade | d. Practical application of Moral Consideration. |
| 5. Patent | e. any name, symbol, figure, letter, word, or mark adopted and used by a manufacturer |
| 6. Ethics & Finance | f. Good people do good acts out of their understanding. |
| 7. Unethical Advertising | g. Disclosure of all material facts in balance sheet. |
| 8. Piracy | h. Something which one gets from its family, society, culture etc. |
| 9. Trade Mark | i. A government authority or license conferring a right or title for a set period especially for inventions. |
| 10. Unethical foreign trade practice | j. Hiding of material facts or misleading claims. |

Q.II.A. Define Business Ethics. Explain the challenges managers had to face while performing ethical business in 21st century.

15

OR

Q.II.B. What are the different theories of ethics? **15**

Q.III.A. What is Globalisation? What are the roles of business ethics in business for its development and growth? **15**

OR

Q.III.B. Define E-commerce. Describe the ethical issues involved in e-commerce. **15**

Q.IV.A. Explain the relationship of business ethics with CSR, Environment and Social Justice. **15**

OR

Q.IV.B. What are ethical issues involved with Marketing and HRM? **15**

Q.V.A. What is Copy Right? Explain why Intellectual Property Right is important? **8**

Q.V.B. Define trade mark. Why trade mark is important for business? **7**

OR

Q.V. C. Short Notes: - (Any Three out of five) **15**

- (a) Moral and ethics
- (b) Global Business Network
- (c) Web Spoofing
- (d) Types of Ethics
- (e) Ethics and HRM
