

(2½ Hours)

(Total Marks : 75)

N.B. : 1) All questions are compulsory carrying 15 marks each.

2) Figures to the right indicate full marks.

Q.1.A) Match the Column (Any Eight)

(8)

## Column A

## Column B

- |                                 |  |
|---------------------------------|--|
| 1. Truth                        | A. LPG                                   |
| 2. Ahimsa                       | B. Window Dressing                       |
| 3. Economic Reform              | C. Misleading Advertisement              |
| 4. Descriptive Ethics           | D. Sociology                             |
| 5. Ethics in Finance            | E. Satya                                 |
| 6. Ethical issues in marketing  | F. Principle Based & Policy based Ethics |
| 7. Managerial Ethics            | G. Non- Violence                         |
| 8. Consumerism                  | H. Creative Work or Invention            |
| 9. Intellectual Property Rights | I. Guiding Principles                    |
| 10. Code and Ethics             | J. To protect the rights of consumer     |

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?

(15)

OR

b) Explain Gandhian principle of trusteeship?

(15)

Q.3. a) What is corporate social responsibility? Explain its type? (15)

OR

b) Define Copyright? What are ethical issues involved with copyrights? (15)

Q.4. a) What is Global Business Network? Explain its principles & Benefits? (15)

OR

b) Explain role of business ethics in business development? (15)

Q.5. a) What are the factors influencing CSR policy? (08)

b) Explain Ethical issues in E-Commerce? (07)

OR

6. Write short notes on (any three) : (15)

1) Nature of Business Ethics

2) Patents

3) Corporate Ethics

4) Ethics & marketing

5) Ethics in Global Economy

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