



K16U 0662

Reg. No. : .....

Name : .....

IV Semester B.B.A./B.B.A. T.T.M./B.B.A. R.T.M. Degree (CBCSS – 2014  
Admn. Regular) Examination, May 2016

General Course

4A14 BBA/BBA (TTM)/BBA (RTM) : BUSINESS ETHICS AND  
CORPORATE SOCIAL RESPONSIBILITY

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer **all** the questions. **Each** question carries  $\frac{1}{2}$  marks.

1. Business ethics deals primarily with

- |                          |                     |
|--------------------------|---------------------|
| a) Social responsibility | b) Moral obligation |
| c) Pricing of products   | d) None of these    |

2. GAAP stands for \_\_\_\_\_

3. The percentage of net profit the companies must spend for CSR activities under Companies Act, 2013 is \_\_\_\_\_

4. Who proposed separatist view of ethics ? (4x $\frac{1}{2}$ =2)

SECTION – B

Answer **any 4** questions. **Each** question carries **1** mark.

5. Define ethics.

6. What is work ethics ?

7. What is predatory pricing ?

8. What is ethical consumerism ?

9. What is sustainable development ?

10. Who are internal stakeholders ?

(4x1=4)

P.T.O.



SECTION – C

Answer **any six** questions. **Each** question carries **3** marks.

11. What are the characteristics of value ?
12. What are the importance of business ethics ?
13. Explain about the cost of doing business unethically.
14. What are unethical marketing practices ?
15. Explain about the role of ethics in HR.
16. What are the objectives of ethical audit ?
17. What are the benefits of CSR ?
18. What are the benefits of business to society ? (6×3=18)

SECTION – D

Answer **any two** questions. **Each** question carries **8** marks.

19. Explain about business ethics. What are its principles ?
20. Explain briefly about the various provision relating CSR in Companies Act, 2013.
21. Explain social change. What are its features ? (2×8=16)

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