



K17U 0665

Reg. No. : .....

Name : .....

**IV Semester B.B.A./B.B.A. T.T.M./B.B.A. (R.T.M) Degree  
(CBCSS – Reg./Supple./Imp.) Examination, May 2017  
(2014 Admn. Onwards)  
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. CSR stands for \_\_\_\_\_
2. \_\_\_\_\_ deals with the right actions of individuals.
3. The practice of selling a product at a very low price to drive competitors from the market.
4. BRR stands for \_\_\_\_\_

(4× $\frac{1}{2}$ =2)

SECTION – B

Answer **any four** questions. **Each** question carries 1 mark :

5. Define value.
6. Define business ethics.
7. What is insider trading ?
8. What is corporate sustainability ?
9. What is ethical audit ?
10. What is social change ?

(4×1=4)

SECTION – C

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

11. What are the principles of business ethics ?
12. What are the activities eligible under CSR as per Companies Act 2013 ?
13. What are the features of social change ?

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14. What are the needs for business ethics ?
15. What are unethical pricing practices ?
16. What are the areas of ethical issues in HRM ?
17. What are the ethical issues relating accounting practices ?
18. What are the basic economic responsibility of a business ? (6×3=18)

SECTION – D

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

19. Discuss business ethics with its importance. Also explain costs of doing business unethically.
20. Discuss about stakeholder of business with regard to CSR.
21. Explain briefly about various benefits of business to society. (2×8=16)