



K18U 0965

Reg. No. :

Name :

IV Semester B.B.A./B.B.A.T.T.M./B.B.A.R.T.M. Degree (CBCSS – Reg./
Sup./Imp.) Examination, May 2018
(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** questions. **Each** question carries $\frac{1}{2}$ mark.

1. Define ethics.
2. Who is a stakeholder ?
3. Define CSR.
4. Define business ethics.

SECTION – B

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

5. Who is shareholder ?
6. What do you mean by marketing management ?
7. What do you mean by human resource management ?
8. Who is consumer ?
9. What is operational management ?
10. What do you mean by community ?

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SECTION – C

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

11. Explain nature of business ethics.
12. What is the importance of business ethics ?
13. Write note on social involvement of business.
14. What is the role of business in society ?
15. What are the difference between the stakeholders and shareholders ?
16. Write note on creditors.
17. What are the ethical issues in finance ?
18. What is the relationship between ethics and business ?

SECTION – D

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

19. What is corporate responsibility towards different stakeholders ?
 20. What are the ethical issues in human resource management ?
 21. Write note on internal and external stakeholders.
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