



K19U 0633

Reg. No. : .....

Name : .....

IV Semester B.B.A./B.B.A. (TTM)/B.B.A. (RTM) Degree (CBCSS – Reg./  
Supp./Imp.) Examination, April 2019  
(2014 Admission Onwards)

General Course

4A14BBA/BBA (TTM)/BBA(RTM) : BUSINESS ETHICS AND CORPORATE  
SOCIAL RESPONSIBILITY

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer **all** questions. **Each** question carries ½ mark.

1. What do you mean by business ?
2. Who is a shareholder ?
3. What do you mean by HRM ?
4. Define CSR.

SECTION – B

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

5. Who is a stakeholder ?
6. What do you mean by marketing ?
7. Who is a creditor ?
8. What is business ethics ?
9. What do you mean by accountability ?
10. What do you mean by community ?

P.T.O.



SECTION – C

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

11. Write note on CSR.
12. Explain internal stakeholders.
13. What is the need of business ethics ?
14. What are the ethical issues in HRM ?
15. What is the importance of ethics in business ?
16. Write note on suppliers.
17. What is management ?
18. What are the ethical issues in accounting ?

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 finance ?
  21. What is the role business in society ?
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