



K20U 0924

Reg. No. : .....

Name : .....

IV Semester B.B.A./B.B.A.(TTM)/B.B.A.(RTM)  
Degree (CBCSS – Reg./Sup./Imp.) Examination, April 2020  
(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  $\frac{1}{2}$  marks.

1. Define CSR.
2. Who is consumer ?
3. What is the role of business in society ?
4. Mention any four ethical issues that are related to shareholders. (4× $\frac{1}{2}$  =2)

SECTION – B

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

5. What is meant by values ?
6. State any two types of ethics.
7. Who is a stakeholder ?
8. What is the fundamental aim of ethics ?
9. Define Code of Conduct.
10. How does an ethic affect business ? (4×1=4)

P.T.O.



## SECTION – C

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

11. What are the major criticisms against utilitarianism ?
12. Distinguish between Ethics and Law.
13. Explain the different types of values.
14. What are the objectives of ethics ?
15. Explain the scope of CSR audit.
16. How important is trust building in case of a business firm ?
17. What are the characteristics of organisational culture ?
18. What are the principal obligations of a business firm towards the government ?

(6×3=18)

## SECTION – D

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

19. "Ethics is considered as everybody's Justice". Do you agree ? Comment.
20. Explain the impact of ethics in business policies and strategies with suitable examples.
21. Why should business be socially responsible ? Explain.

(2×8=16)