

TYBIM sem V Reg. Exam NOV-2018
19/11/2018



Time: 2.5 Hrs

Maximum Marks:75

All Questions are Compulsory Carrying 15 Marks each.

Q-1 A.State whether the following statements are True or False. (Attempt any 8)

8 Marks

1. Ethics decisions have mixed outcomes.
2. Professional ethics does not aim at achieving impartiality and openness.
3. Virtue ethics was popularized by J.S.Mill.
4. According to Socialism principle of Trusteeship, the society is given much more importance than an individual.
5. Ethical leader in an organization can direct employees by example and guide them in making decisions.
6. Disclosure is the key mechanism for achieving transparency.
7. Surrogate advertising is a type of Ethical advertising.
8. Business Ethics aims at Protecting consumer's rights.
9. "Enjoy the wealth by renouncing it" was the belief of Gandhi.
10. Professional ethics encompass the personal, and corporate standards of behavior expected by professionals.

Q-1 B. Match the columns: (Attempt any 7)

7 Marks

Group A	Group B
1. Principle of Professional Ethics	a) Unethical marketing Practice
2. Exaggeration in advertising	b) Principle of Trusteeship
3. J. Bentham	c) Causes of political Corruption.
4. Mahatma Gandhi	d) Related to intellectual property
5. MNC	e) Concerns for the well being of others
6. Dsyfunctional System	f) Ever Changing Demand pattern
7. Copyrights Ethics	g) Ethics in Globalization.
8. Conservation of Natural Resources	h) Quantitative Utilitarianism
9. Personal Ethics	i) Impartiality
10. Challenges faced by MNC's	j) Fair Business Practices towards Society.

Paper / Subject Code: 45005 / Business Ethics

Q-2 Answer the following Questions: (Any 2) 15 Marks

- a) Define Business Ethics. What are its salient features? 8 marks
- b) Explain the various negative effects of false advertising. 7 marks

OR

- p) What is Intellectual Property? Explain its various types? 8 marks
- q) Elaborate the relation between ethics and morality. 7 marks

Q-3 Answer the following Questions: (Any 2) 15 Marks

- a) State the various ethical issues in marketing. 8 marks
- b) Explain the various types of unethical principles in advertising. 7 marks

OR

- p) Explain the concept of trusteeship with principles. 8marks
- q) Explain the role of HR in promoting ethics. 7 marks

Q-4 Answer the following Questions: (Any 2) 15Marks

- a) Write a note on Whistle Blowing. 8marks
- b) Mention the various Workers rights and duties in an organization. 7marks

OR

- p) Explain the Ethics Relating to Environment Protection. 8marks
- q) What are the various Ten Commandments of Ethical Behavior? 7marks

Q-5 Answer the following Questions: (Any 2) 15Marks

- a) Write down the Role of Business Ethics in Building a Civilized Society. 15marks

OR

Q-5 Write Short notes on: (Any 3/5) 15marks

1. Concept of Charity
2. Individual Ethics
3. Gandhain Approach in Management and Trusteeship.
4. Types of Unethical advertisements.
5. Ethics in the context of Global Economy.