

Madras University

B.B.A Business Administration Business ethics and values

April 2010 NG6A

Time: Three hours

Maximum: 100 marks

Section A -(10X3= 30 marks)

Answer any 10 questions.

1. What is business ethics?
2. List few code of ethics generally followed in a business.
3. What are the benefits of business policy?
4. Why business should be socially responsible?
5. List the social responsibility of business towards society.
6. What is social audit?
7. List the various types of ethics issues.
8. What is 'Fair price'?
9. What is coercion?
10. What is ethical dilemma?
11. Differentiate ethics and values.
12. List the facts of environment ethics.

Section B - (5X6=30 marks)

Answer any 5 questions.

13. What are the objectives to bring ethics in to business?
14. Brief the various types of values.
15. Discuss the impact of ethical issues in business.
16. What are the factors behind ethical practices in marketing?
17. Brief the ethics related to environment protection.
18. What are the social responsibility of business towards customers?
19. What are the advantages of social audit?
20. Discuss the ethical issues related to wages.

Section C - (2X20=40 marks)

Answer any 2 questions.

21. Explain the major social responsibility of business organisation.
22. Explain the ethics in the functions of human resource management.
23. Discuss the ethics of pollution control.
24. Explain the social responsibility of business towards different interest groups.