

CLASS: M.Com.

15A/266

St. JOSEPH'S COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI – 620 002

SEMESTER EXAMINATIONS – APRIL 2015

TIME: 3 Hrs.

MAXIMUM MARKS: 100

SEM	SET	PAPER CODE	TITLE OF THE PAPER
IV	2013	12PCO4112	BUSINESS ETHICS

**SECTION – A**

**Answer all the questions:**

**20 x 1 = 20**

**Choose the correct answer:**

- The concept of ethics:  
a) Deals with organizations only      b) Deals with human beings only  
c) Deals with institutions              d) Deals with societies
- The practice of showing favouritism to relatives and close friends regardless of their merit and eligibility is termed as:  
a) Utilitarianism                          b) Egoism  
c) Nepotism                                  d) Capitalism
- Advertising that gives false information or that willfully misleads consumers about the benefits of the brand is:  
a) Deceptive advertising                  b) Formal advertising  
c) Corrective advertising                  d) Social advertising
- \_\_\_\_\_ is conducted to check out whether the business practices and functions of the organization are in tune with the ethical principles and norms of conduct.  
a) Internal audit                              b) External audit  
c) Social audit                                  d) Ethical audit
- \_\_\_\_\_ refer to the businessman's decisions and actions taken for reasons atleast partially beyond the firm's direct economics of technical interest  
a) Social responsibility                      b) Forecasting  
c) Social behaviour                            d) Co-ordination

**Fill in the blanks:**

6. \_\_\_\_\_ makes moral judgement of human conduct.
7. \_\_\_\_\_ are statements of rules which says “This is what you must not do or you must do.
8. Ethical marketing is \_\_\_\_\_ focused.
9. \_\_\_\_\_ refers to the use of significant facts that have not yet been made public and are likely to affect the stock prices.
10. \_\_\_\_\_ are groups who are vital to the survival and success of the corporation.

**State True or False:**

11. The science of ethics is a normative science.
12. Seniority based promotions system discourages the ambitious, industrious and intelligent employees.
13. Ultimately in the long run decreased quality and increased costs go together hand in hand.
14. Hostile takeovers are made with an intention to replace the management of the acquired company.
15. Natural resources are materials or conditions occurring in nature and capable of economic exploitation.

**Answer in one or two sentences:**

16. Define business ethics.
17. What do you mean by job discrimination?
18. State the elements of marketing mix.
19. Mention any two arguments in favour of insider trading.
20. What is global warming?

## **SECTION – B**

**Answer all the questions:**

**5 x 7 = 35**

21. a. Explain the factors governing business ethics and also state the need for business ethics.

**OR**

- b. Describe the characteristics of business ethics.
22. a. Explain the fairness of wages and what are the factors to determine wages and salaries.

**OR**

- b. Discuss the reasons for the promotion of incapable persons.
23. a. Enumerate the ethical problems and unethical practices in marketing.

**OR**

- b. Explain the ethical issues relating to price.
24. a. Enumerate the various types of takeover.

**OR**

- b. Write a note on ethical audit.
25. a. Enumerate the common mistakes in CSR?

**OR**

- b. Write a note on unethical practices and global initiatives.

## **SECTION – C**

**Answer any THREE questions:**

**3 x 15 = 45**

26. State the importance of business ethics. Explain each one of them.
27. What are the ethical issues involved in human resource management?
28. Explain the most important ethical issues relating to advertisement.

29. Briefly explain the various unethical practices in accounting.
30. What are the different types of pollution? Name them and explain each one of them briefly.

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