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Register Number:

Name of the Candidate:

M.B.A (COMMUNICATION) DEGREE EXAMINATION, 2011
(FIRST YEAR)
(PAPER-III)

130. BUSINESS ETHICS

Dec.)

(Time: 3 Hours)

Maximum: 75 Marks

SECTION-A

(5×3=15)

Answer any FIVE questions
All questions carry equal marks

1. What are values?
2. What are the limitations of social responsibility in business?
3. What are business ethics?
4. Explain the term social responsibility in business.
5. What is IDRA?
6. When did the problem of minimum wages attract the attention of the Government of India?
7. What is Industrial pollution?
8. What do you mean by convert ethical issues?

SECTION-B

(3×10=30)

Answer any THREE questions
All questions carry equal marks

9. Mention a few unethical practices in Industrial Marketing.
10. Briefly indicate the objectives of Social Audit.
11. Explain how the values system is Built up?
12. Write a note on social responsibility of business that prevailed in India in olden time.
13. Write an essay on consumer protection in India.

SECTION-C

(2×15=30)

Answer any TWO questions

14. Discuss the role and importance of Ethics in Business.
15. Subsidies in controlling pollution should be avoided, as it is bribing the polluter, with an underlined right for him to pollute. Elaborate and discuss methods that are better suited to preserve environment.
16. Explain how best an ethical problem relating to discipline could be solved in an organization.
17. What are the difficulties in conducting social audit in a country like India?
18. What is meant by exploitation of employees? Discuss how this could be prevented at different levels.
