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**Third Semester B.B.A. Degree Examination,
November/December 2019**

(CBCS Scheme – 2018-19 Onwards)

Business Administration

Paper 3.7 - BUSINESS ETHICS

Time : 3 Hours]

[Max. Marks : 70

Instructions to Candidates : Answers should be written in English only.

SECTION – A

Answer any **FIVE** of the following. Each sub-question carries **2** marks :

(5 × 2 = 10)

1. (a) Give the meaning of CSR.
- (b) What is computer science?
- (c) What is crisis management?
- (d) Mention any two types of culture.
- (e) What is personal ethics?
- (f) What is an audit committee?
- (g) Mention any two unethical practices in marketing.

SECTION – B

Answer any **THREE** of the following. Each question carries **6** marks :

(3 × 6 = 18)

2. Explain the cross cultural issues in ethics.
3. Write the objective of corporate governance.
4. Briefly explain the scope of business ethics.
5. Write a note on Karma Yoga.
6. Discuss the role of the HR in promoting ethics.



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SECTION - C

Answer any **THREE** of the following. Each question carries **14** marks :

(3 × 14 = 42)

7. Explain the impact of corporate culture and its issues in ethics.
8. Explain the principles of business ethics.
9. Explain the key roles of BOD's in corporate governance.
10. Explain the ethical issues in HR activities.
11. Explain the ways to increase employee happiness and productivity.

SECTION - A



SECTION - B

