

Q.22 Discuss some strategies to implement ethical policies.

No. of Printed Pages : 4

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Roll No.

Section-D

Note: Long answer questions. Attempt any two questions out of three Questions. $(2 \times 8 = 16)$

Q.23 Define Business Ethics. Highlight the importance of business ethics in modern organizations.

5th Sem.

Branch: Business Management (Marketing, Retail & HRM)
Sub : Business Ethics

Q.24 Write a detailed note on ethical dilemmas in business scenario.

Time : 3 Hrs.

M.M. : 60

SECTION-A

Note: Multiple choice Questions. All Questions are compulsory. $(6 \times 1 = 6)$

Q.1 Business ethics if primarily concerned with :

- a) Maximizing profits
- b) Defining moral principles in business practices
- c) Developing new technologies
- d) Increasing employee salaries

Q.2 The concept of "Ethical relativism" suggests that :

- a) Ethics vary depending on culture and situation
- b) Ethics are universal
- c) Ethics should be avoided in business
- d) Ethics are unimportant

Q.3 In business, integrity refers to :

- a) Adhering to moral and ethical principles
- b) Following legal rules
- c) Implementing new strategies
- d) Increasing profits

- Q.4 The first step in the ethical decision-making process is:
- Taking action
 - Making a choice
 - Identifying the ethical issue
 - Evaluating solutions
- Q.5 Which ethical framework emphasizes treating people as ends rather than as means?
- Utilitarianism
 - Deontological ethics
 - Virtue ethics
 - Egoism
- Q.6 CSR involves businesses acting in ways that :
- Benefits society beyond financial interests
 - Only follow legal regulations
 - Maximize profit only
 - Ignore environmental concerns

Section-B

Note: Objective/Completion type questions. All questions are compulsory. (6x1=6)

- Q.7 Give an example of environmental CSR activity.
- Q.8 The concept of _____ refers to misleading claims about environmental responsibility. (Greenwashing / Brown-washing)
- Q.9 A conflict of interest arises when personal interests conflict with professional duties. (True/False)

- Q.10 _____ communication contributes to ethical corporate culture.
- Q.11 Fairness and Accountability are important characteristics of corporate governance. (True/False)
- Q.12 Clear pricing is an example of unethical advertising. (True/False)

Section-C

- Note:** Short answer type Questions. Attempt any eight questions out of ten Questions. (8x4=32)
- Q.13 What do you mean by theory of virtue ethics?
- Q.14 Differentiate between utilitarianism and deontology.
- Q.15 Discuss the role of various stakeholders in promoting CSR initiatives.
- Q.16 Write a short note on ethical decision-making model.
- Q.17 How does biases affect ethical decision making?
- Q.18 Examine the role of leadership in fostering an ethical corporate culture.
- Q.19 Discuss in brief some ethical issues involved in Human Resource area.
- Q.20 Explain ethical lapses in business operations with an example.
- Q.21 How is CSR useful in promoting organizational sustainability?