

**Time: 2½ hrs.**

**Marks:75**

- Note:**
1. All questions are compulsory with internal options.
  2. Figures to the right indicate full marks.
  3. Draw neat diagram wherever necessary.

**Q. 1 (A) Fill in the blanks with the correct answer from the alternatives given below. ( Attempt any 8) (08)**

- (1) Ethics is derived from the Greek word \_\_\_\_\_ which means custom, usage or habit.  
(a) Ethos  
(b) Mos  
(c) Meta  
(d) Ethico
- (2) \_\_\_\_\_ is the ethics of individual and collective citizenship.  
(a) Participatory ethics  
(b) Contemporary ethics  
(c) Cognitive ethics  
(d) Virtue ethics
- (3) \_\_\_\_\_ refers to misapplying accounting policies and rules guiding accounting frameworks.  
(a) Misapplication  
(b) Suppression  
(c) Misrepresentation  
(d) Distraction
- (4) The three c's of business ethics are compliance, contribution and \_\_\_\_\_.  
(a) Coordination  
(b) Coding  
(c) Collaboration  
(d) Consequences
- (5) \_\_\_\_\_ is an action based on prejudice resulting in unfair treatment of people.  
(a) Exploitation  
(b) Harassment  
(c) Discrimination  
(d) None of the above
- (6) \_\_\_\_\_ gives ultimate responsibility to the Board of Directors.  
(a) Business ethics  
(b) Corporate governance  
(c) Corporate culture  
(d) CSR
- (7) As per SEBI guidelines, the audit committee shall meet \_\_\_\_\_ times a year.  
(a) two  
(b) three  
(c) four  
(d) five
- (8) \_\_\_\_\_ model is also called as two tier board model.  
(a) Japanese  
(b) Anglo American  
(c) American  
(d) German

- (9) The first and foremost social responsibility of a firm is\_\_\_\_\_.  
(a)Philanthropy  
(b)Economic  
(c)Legal  
(d)Ethical

- (10) Values and ethics shape the\_\_\_\_\_.  
(a)Corporate unity  
(b)Corporate trend  
(c)Corporate culture  
(d)Corporate identity

**(B) State whether the following statements are true or false. ( Attempt any 7) (07)**

- (1) Ethics is not a normative science.  
(2) Business ethics refers to the application of everyday moral or ethical norms to business.  
(3) Consumers have no responsibilities in the context of marketing ethics.  
(4) Black money is the oxygen for corruption and corruption is the oxygen for black money.  
(5) Corporate Governance ensures accountability of the directors and managers of an organisation.  
(6) Japanese Model is also called as the business network model.  
(7) CSR spending is voluntary in India and not legal.  
(8) CSR stands for Corporate Search and Rescue.  
(9) Ethical standards never change over time.  
(10) Risk avoiding means taking safe positions even when wrong.

Q.2 (A) Explain different types of ethics with suitable examples. (08)

(B) Explain the meaning and importance of ethics. (07)

**OR**

Q.2 (P) Define Business Ethics and state its needs and objectives. (08)

(Q) Distinguish between Law and Ethics. (07)

Q.3 (A) Explain the principles of Ethical marketing with examples. (08)

(B) Explain Types of Unethical Advertising. (07)

**OR**

Q.3 (P) What is the Role of Ethics in finance? (08)

(Q) What is the Importance of Ethics in Advertising? (07)

Q.4 (A) Explain Regulatory Framework in India of Corporate Governance. (08)

(B) Explain Principles of Corporate Governance. (07)

**OR**

Q.4 (P) State the Issues in Corporate Governance (08)

(Q) Discuss the Japanese and German Model of Corporate Governance. (07)

Q.5 (A) Explain the Ethical Issues in International Business. (08)

(B) Describe Tata Group's CSR Rating Framework. (07)

**OR**

Q.5 (P) Write short notes on ( Attempt any 3) (15)

- (1) 3 C's of Business ethics.  
(2) Importance of Workplace Ethics.  
(3) Meaning of CSR  
(4) German Model of Corporate Governance  
(5) Benefits of Business Ethics.