

Roll No.

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# COER University

## END SEMESTER EXAMINATION, EVEN SEM 2022-23

Time : 3 hours  
 Program Name : BBA  
 Course Name : Business Ethics

Total Marks : 100  
 Semester : IV  
 Course Code : SOB224

Note: All questions are compulsory. No student is allowed to leave the examination hall before the completion of the time.

Q. No 1	Attempt Any Four Parts. Each Question Carries 5 Marks.	CO	BL
(a)	Discuss the characteristics of business ethics in an organisation.	CO 1	2
(b)	"Ethics has an important place in business"- Comment.	CO 1	3
(c)	What do you understand by common ethical issues of business ethics in organisation.	CO 1	1
(d)	Examine briefly the benefits of good corporate governance.	CO 1	4
(e)	Differentiate between ethics and code of conduct in an organisation.	CO 1	1

Q. No 2	Attempt Any Four Parts. Each Question Carries 5 Marks.	CO	BL
(a)	"Ethics is receiving serious attention in HRM in recent days". Explain this statement.	CO 2	2
(b)	Illustrate the various ethics in advertising with examples.	CO 2	2
(c)	Support the ethical theories and approaches for decision making.	CO 2	5
(d)	Differentiate between values and ethics.	CO 2	4
(e)	Relate the social values of any organisation with the help of example.	CO 2	2

Q. No 3	Attempt Any Four Parts. Each Question Carries 5 Marks.	CO	BL
(a)	CSR principles contribute to the effectiveness, profitability and stability of the organization. Interpret your view point with examples.	CO 3	3
(b)	Write a brief note on: a) Stake holders. b) Social development. c) Corporate social responsibility.	CO 3	2
(c)	Whistle blowing mechanism is the need of the hour. Illustrate.	CO 3	4
(d)	How can emotional intelligence be applied in the workplace to improve ethical decision-making?	CO 3	3
(e)	Compare traditional organization to value based organization.	CO 3	4

Q. No 4	Attempt Any Two Parts. Each Question Carries 10 Marks.	CO	BL
(a)	Elaborate the ethical issues that arise for managers and difficulties involved in decision making.	CO 4	4
(b)	State, how to Increase Your Emotional Intelligence and Leadership Effectiveness	CO 4	4
(c)	Define ethical dilemma. Use an example to describe what an ethical dilemma is and how we can resolve it?	CO 4	1

Q. No 5	Attempt Any Two Parts. Each Question Carries 10 Marks.	CO	BL
(a)	"As the economy is being globalised the importance of business ethics is getting bigger". Elaborate.	CO 5	4
(b)	How can multinational corporations balance their ethical responsibilities with the legal and cultural differences of various countries in which they operate?	CO 5	5
(c)	Outline the challenges in modern corporate governance.	CO 5	4

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