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Reg. No.....

Name.....

**FIVE YEAR B.B.A., LL.B. (HONOURS) DEGREE  
EXAMINATION, FEBRUARY 2026**

**Third Semester**

**FB 9—BUSINESS ETHICS**

(2024 Admissions—Regular/2018 to 2023 Admissions—Supplementary)

Time : Three Hours

Maximum : 75 Marks

**Part A**

*Answer any five questions.  
Each question carries 3 marks.*

1. Define business ethics and state its objectives.
2. What is ethical dilemma ?
3. What is environmental tax ?
4. Write a brief note on social costs and social benefits.
5. What is ASCT's code for advertising ?
6. What is job discrimination ?

(5 × 3 = 15 marks)

**Part B**

*Answer any three questions.  
Each question carries 10 marks.*

7. Define Utilitarianism. List the objections raised against it.
8. Explain the role of Consumer Protection Act.
9. What is consumer privacy ? Explain the principles of consumer privacy rights.
10. Define organizational culture. How to build and maintain the organizational culture ?

(3 × 10 = 30 marks)

Turn over

**Part C**

*Answer any two questions.*

*Each question carries 15 marks.*

11. What causes depletion of natural resources ? How can these resources be conserved ?
12. Briefly explain the ethics in marketing and advertising.
13. What are the rights and obligations of employees to the firm ?

(2 × 15 = 30 marks)