

24803530

Reg. No.....

Name.....

**FIVE YEAR INTEGRATED B.B.A., LL.B. (HONOURS) DEGREE
EXAMINATION, JUNE 2024**

Third Semester

FB 9—BUSINESS ETHICS

(2022 Admissions—Regular/2018 to 2021 Admissions—Supplementary)

Time : Three Hours

Maximum : 75 Marks

Part A

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

1. What is Utilitarianism ?
2. What do you mean by environmental ethics ?
3. What are contractual rights ?
4. What is Affirmative action ?
5. What do you mean by deceptive advertising ?
6. What is a social cost-benefit analysis ?

(5 × 3 = 15 marks)

Part B

*Answer any three of the following.
Each question carries 10 marks.*

7. Do companies have a duty to protect their customers' privacy ? Explain
8. Explain firm's duties to employees.
9. Describe about the ethics of conserving depletable resources.
10. Write about types and criticisms of utilitarianism approach.

(3 × 10 = 30 marks)

Part C

*Answer any two of the following.
Each question carries 15 marks.*

11. Explain the various ethical decision-making frameworks.
12. Describe about the nature and extent of job discrimination.
13. Explain in detail about advertisement ethics.

(2 × 15 = 30 marks)