

**FIVE YEAR INTEGRATED B.B.A., LL.B. (HONOURS) DEGREE
EXAMINATION, DECEMBER 2023****Third Semester****FB 9—BUSINESS ETHICS****(2021 Admissions—Regular/2018, 2019 and 2020 Admissions—Supplementary)****Time : Three Hours****Maximum : 75 Marks****Part A***Answer any five questions.**Each question carries 3 marks.*

1. Briefly present the Right of the Employees in a business.
2. Describe the meaning of Moral Right.
3. List the types of Ethics.
4. How do you develop Code of Ethics?
5. Distinguish between Values and Attitude.
6. What do you mean by Ethical Congruence ?

(5 × 3 = 15 marks)**Part B***Answer any three questions.**Each question carries 10 marks.*

7. What is CSR ? And how does it relate to ethical business practices.
8. Mention the significance of Advertisement Ethics. Do you think celebrity advertisement mislead public ? Justify your answer.
9. State the perceptions involved in Ethics of Job Discrimination with its nature and scope
10. Examine the significance and role of Consumer protection Act in protecting the interest of the consumers.

(3 × 10 = 30 marks)**Turn over**

Part C

Answer any two questions.

Each question carries 15 marks.

11. Describe both the terms "Ethics" and "Business Ethics". Is there any linkage between Ethics and Business Performance, also discuss ethical dilemmas in business.
12. Elucidate the significance of environment ethics highlighting the magnitude of pollution and resource depletion.
13. Define Utilitarianism. Discuss the concept, nature, methodology and principles of Utilitarianism.

(2 × 15 = 30 marks)