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BBA 181305

Roll No. of candidate

BINA CHOWDHURY CENTRAL LIBRARY									
(GMT & GPS)									
Azara, Hatkhowapara, Guwahati -781017									

2019

B.B.A. 3rd Semester End-Term Examination

BUSINESS ETHICS

Full Marks – 70

Time – Three hours

The figures in the margin indicate full marks
for the questions.

Answer Question No. 1 and any *four* from the rest.

1. Answer the following : (MCQ/Fill in the blanks)
(10 × 1 = 10)
- The word value is derived from French word _____.
 - The Sanskrit word for value _____ means the 'object of liking'.
 - The word ethics stems from the Greek word _____.
 - According to the _____ principle, a decision is ethical if it provides a greater net utility than any other alternative decision.
 - _____ is defined as perceived fairness of how rewards and costs are shared by group members.

[Turn over

- (vi) _____ is a legal concept which refers to creations of the mind for which exclusive rights are recognized.
- (vii) The term corporate social responsibility focuses on the idea that a business has _____ obligations above and beyond making profits.
- (viii) The term carbon footprint refers to the amount of carbon we emit individually in any _____ year period.
- (ix) _____ is the act of going public with what one has reason to believe to be significantly immoral or illegal acts of an organization one is part of.
- (x) Contrary to patents, _____ are protected without registration, that is, they are protected without any procedural formalities.
2. (a) What is value? Briefly discuss the importance and need for business ethics. (3+4)
- (b) Briefly discuss the value dimensions across cultures. Discuss Egoism and Kantianism. (4+4)
3. (a) Discuss the various sources of ethical behavior and the process of ethical decision making. (4+4)
- (b) According to Indian religious scriptures, into how many stages human life is divided? Discuss. (7)
4. (a) What do you mean by Intellectual property rights? Discuss patents and copyrights. (3+4)
- (b) Discuss fair trade practices. (8)

5. (a) What is Corporate Governance? Discuss the issues and need for corporate governance. (3+4)
- (b) Discuss Corporate Social Responsibility and its significance in business. (4+4)
6. (a) Write a short note on the following. (4+4)
- (i) Carbon footprint
- (ii) Whistle blowing
- (b) Describe the concept of Social Contract. (7)
7. (a) What is right to information? Discuss the exceptions under this Act. (4+3)
- (b) What is distributive justice? What are the various types of distributive norms? (4+4)

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