

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.B.A.DEGREE EXAMINATION –BUSINESS ADMINISTRATION

FOURTH SEMESTER – APRIL 2018

BU 4503– BUSINESS ETHICS AND CSR

Date: 09-05-2018
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

SECTION-A

I ANSWER ALL THE QUESTIONS:

(10X2=20Marks)

1. Define Ethics.
2. Mention the nature of business ethics.
3. List any two types of values.
4. Give any two characteristics of ethical decisions?
5. What is corporate social responsibility?
6. Who are the different stakeholders of Business?
7. Give the objectives of SEBI.
8. Differentiate a gift from bribe.
9. Mention the reasons for consumerism.
10. What is competition Act?

SECTION-B

II. ANSWER ANY FOUR QUESTIONS:

(4X10=40 Marks)

11. Discuss the objectives of business ethics.
12. Explain the four stage continuum in ethics.
13. Bring out the relevance of ethics and values in Business.
14. How to ensure ethical practices in financial markets?
15. Explain the means of corporate ethical conduct.
16. Mention few crimes against employees, violating their duty of loyalty and fidelity.
17. Give your suggestions to ethical decision making.

SECTION-C

III. ANSWER ANY TWO QUESTIONS:

(2 X 20= 40 Marks)

18. Discuss the principles of managerial ethics.
19. Explain common deceptive practices in marketing with suitable illustration.
20. Discuss the social responsibility of business towards the stakeholders.
21. Enumerate the role of corporate in maintaining the eco-system and sustaining the 3p's.
