



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FOURTH SEMESTER – NOVEMBER 2016

BU 4503 - BUSINESS ETHICS AND CSR

Date: 04-11-2016
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

PART A

ANSWER ALL THE QUESTIONS

(10*2=20)

1. What is surveillance?
2. What is meant by Consumerism?
3. What is CSR?
4. What is tax evasion?
5. What do you mean by ethical issues?
6. Define the term theft.
7. State the relationship between business and ethics.
8. Explain the term code of conduct.
9. What is screening?
10. What are the 3 P's of sustainability?

PART B

ANSWER ANY FOUR QUESTIONS

(4*10=40)

11. What are the different levels of business ethics?
12. State the role of CEO in business ethics and values.
13. Explain the objectives of business ethics.
14. What are the principles of social responsibility?
15. Discuss the problems related to ethical issues.
16. What are the 3 Cs of business ethics?
17. What are the factors governing business ethics?

PART C

ANSWER ANY TWO QUESTIONS

(2*20=40)

18. Explain in detail about the types of ethical issues.
19. Discuss the benefits of managing ethics in work place.
20. Enumerate the ethical issues in MNC.
21. What are the issues and opportunities for business in a socially and environmentally sensitive world?
