



PD – 172

P.G.D.B.A./D.H.R.M./D.M.M./D.H.A./D.E. and S.S.B./D.E.Com. (DCC)
Examination, March/April 2021
(Annual Scheme)

Paper – 3 : BUSINESS ETHICS/HUMAN VALUES

Time : 3 Hours

Max. Marks : 100

SECTION – A

1. Answer **any ten** questions :

(10×2=20)

- a) What are codes of ethics ?
- b) What is ethical congruence ?
- c) What is CSR ?
- d) What do you mean by consumerism ?
- e) Define unethical marketing practices.
- f) Distinguish between Kantianism and Utilitarianism.
- g) What do you mean by tax evasion ?
- h) What is an hostile takeovers ?
- i) Why do we need ethics in Human Resource Management ?
- j) What is computer crime ?
- k) Define Ethical Dilemma.
- l) What is moral suasion ?

SECTION – B

Answer **any five** questions :

(5×7=35)

2. What is ethics ? Discuss the nature, characteristics and objectives of ethics.
3. Discuss the benefits of managing ethics at workplace.
4. Enumerate the nature and characteristics of Corporate Social Responsibility.
5. What is ethics in HRM ? Discuss briefly the unethical practices in HRM.
6. Explain the measures to overcome unethical practices in finance.

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- ✓ 7. Explain the unethical marketing practices observed in advertising.
8. Give the list of IT related unethical practices observed commonly in business.
9. Write a note on code of ethics to overcome unethical practices in finance.

SECTION – C

Answer **any three** questions :**(3×15=45)**

- ✓ 10. What are computer frauds and cyber crimes ? Explain common cyber crimes with examples.
 - ✓ 11. 'Business ethics help in improving the productivity and profitability of company'. Elucidate.
 12. Corporate social responsibility allows organizations to do their bit for the society, environment, customers and stake holders. Elaborate.
 13. What is organization's Ethical Climate ? How ethical climate influences better satisfaction to stake holders ?
 - ✓ 14. Why human values are important in corporate success ? Give examples of few Indian companies who have adhered to human values.
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