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200

SP = 135.

## P.G.D.B.A. /D.H.R.M./D.M.M./D.H.A. Examination, October 2018 MANAGEMENT

Paper - 3 : Business Ethics/Human Values

Time: 3 Hours

Max. Marks: 100

Instruction: Answer all Sections.

## SECTION - A

177 H. 1

- Answer any 10 of the following sub-questions. Each sub-question carries
  2 marks: (10×2=20)
  - a) Define ethics.
  - b) What is utilitarianism?
  - c) What is religion?
  - d) Give the meaning of creative accounting.
  - e) What is collectivism?
  - f) What are computer crimes?
  - g) What is hacking?
  - h) Name the unethical practices in finance.
  - i) What is moral autonomy?
  - j) What is financial integrity?
  - k) What is corporate crime?
  - I) Define CSR.

## SECTION - B

Answer any 5 questions. Each question carries 7 marks:

(5×7=35)

- 2 Briefly explain the benefits of business ethics.
- 3. Write a note on religion and ethics.
- 4 Explain the circumstances where a marketing manager can face dilemma in marketing with suitable examples.

- 5 Explain the role of consumerism.
- 6. Discuss how individualism and collectivism is different in HR practices?
  - 7. Write a note on ethical dilemmas in information and technology of the business.
  - 8. Briefly explain the characteristics of an ethically effective management.
  - 9. 'The act of gift receiving becomes an act of bribe' Comment.

## SECTION - C

Answer any three questions. Each question carries 15 marks :

(3×15=45)

- 10. Explain the ethical performance in business with suitable examples.
- 11. Explain the ethical theories of business.
- 12. Explain four faces of social responsibility with suitable examples.
- 13. Discuss the unethical financial practices. How do you overcome them?
- 14. Is there any ethical issues relating to computer applications? If yes, how to overcome them?