



Shiksha Mandal, Wardha's

G. S. College of Commerce & Economics, Nagpur

An Autonomous Institution

(Affiliated to Rashtrasant Tukadoji Maharaj Nagpur University)

Second Semester Bachelor of Business Administration Examination (CBCS)

BUSINESS ETHICS & CORPORATE CULTURE

(BBASFC 2.0)

Time: 3 Hours

Maximum Marks: 80

Note: All Questions are compulsory.

- Q.1 Answer the following question in about 150-200 words: 10
A) Explain the nature & scope of Ethics.
OR
B) Define Morality & Ethics. Explain Kohlberg's Moral Development Model.
- Q.2 Answer the following question in about 150-200 words: 10
A) Explain the need & importance of Business Ethics.
OR
B) Explain Ethics in Global Business. Discuss the guidelines for Global Companies.
- Q.3 Answer the following question in about 150-200 words: 10
A) How can unethical practices in Finance be stopped? Explain with a suitable example.
OR
B) Define Marketing Ethics & Criticism of Ethics in Marketing.
- Q.4 Answer the following question in about 150-200 words: 10
A) Define the term 'Corporate Governance'. What are the major objectives of Corporate Governance?
OR
B) Explain the principles of Corporate Governance?
- Q.5 Answer the following questions in about 75-100 words: (Any Two) 08
A) What are the different types of Ethics?
B) Explain the types of values.
C) Explain Deontological theory.
- Q.6 Answer the following questions in about 75-100 words: (Any Two) 08
A) Explain the important parameters of Environmental Ethics.
B) Define Corporate Code of Ethics.
C) Explain gender-sensitivity in organisation.

- Q.7 Answer the following questions in about 75-100 words: (Any Two) 08
- A) How does ethic play a role in Gender Equality?
 - B) Discuss the Ethical implications of variation in Human Resource Management practices.
 - C) What is socially responsible advertising?
- Q.8 Answer the following questions in about 75-100 words: (Any Two) 08
- A) Explain the nature of Corporations?
 - B) Write a short note on Corporate Governance and Investor.
 - C) How does Corporate Citizenship benefit the Stakeholders?
- Q.9 Answer the following questions in about 3 to 4 sentences. 08
- A) Define 'Values'.
 - B) Define 'Ethics in Business'.
 - C) Define Social Responsibility.
 - D) What is Insider Trading?

