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MAM
(SEM VI) THEORY EXAMINATION 2017-18
Business Ethics

*Time: 3 Hours**Total Marks: 100***Note:** 1. Attempt all Sections. If require any missing data; then choose suitably.**1. Attempt all questions in brief. 2 x 10 = 20**

- a. Define the term 'ETHICS'.
- b. What do you mean by values?
- c. What is counterfeiting?
- d. How insider trading is unethical? Explain.
- e. What do you mean by ethical code of conduct in business?
- f. What is hacking?
- g. What is Deontology?
- h. What do you mean by Consequentialism?
- i. What do you mean by morality?
- j. How much ethics is important in industrial purchasing?

[SECTION – B]**2. Attempt any three questions from this section. [10x3=30]**

- a. Explain utilitarianism theory and also discuss its implications in business.
- b. Discuss ethics in Production and operation management.
- c. How much a professional code of ethics is required in modern business? Explain.
- d. Should we appoint an ethical official to implement ethical code of conduct? ,
Yes/No/Why?
- e. What do you mean by ethical dilemma? Discuss how does it affect organization?

[SECTION – C]**3. Attempt any one part of the following: [10x1=10]**

- (a) Explain the level of business ethics in Indian perspective.

(b) Discuss the concept of ethics in Marketing and Industrial Espionage.

4. Attempt any one part of the following: [10x1=10]

- a) Explain the characteristics of an ethically effective management. Also explain the importance of ethically effective management for business and society.
- b) Explain the ethical decision making process with example.

5. Attempt any one part of the following: [10x1=10]

- a) Discuss the role of business ethics in procurement in an organization.
- b) What do you mean by the term, 'working condition' in an organization? Explain

6. Attempt any one part of the following: [10x1=10]

- (a) Why must companies adopt CSR? Discuss
- (b) "Ethics is the soul of accounting". Discuss.

7. Attempt any one part of the following: [10x1=10]

- (a) How serious is the problem of advertising ethics in India?
- (b) Explain the role of international bodies in establishing model code of conduct.