Central University of Jammu
End Semester Examination of B. Voc. Retail Management, May, 2017.

Subject: Business Ethics   **Semester: 2nd**
Maximum Marks: 100   **Time: 3 Hours**

SECTION A

Attempt all the questions. Each question carries equal marks   **10*1.5= 15 Marks**

Q1.   Business ethics deals primarily with

a) Social responsibility   b) the pricing of products and services

c) Moral obligation   d) being unfair to the competition

Q2. A whistle blower is an employee who

a) Exposes organizational wrongdoing.   b) Complains a lot to company management.

c) Engages in unethical behavior.   d) Referees disputes with other employees.

Q3. Utilitarianism approach suggests that it is ethical to make decisions based on

a) Moral virtues   b) Common decency

c) What is best for most people   d) None of the given

Q4. _____ is the philosophical study of moral values and rules.

a) Morality   b) Ethics

c) Business Ethics   d) Philosophy

Q5. All definitions of Corporate Social Responsibility recognize that:

a) Companies have a responsibility for their impact on society and environment.

b) The natural environment should be the main focus of CSR activities.

c) Business ethics is a complex issue.

d) Companies must pay equal attention to business ethics and sustainability.

Q6. A stakeholder can best be defined as:

a) The network of people who come into contact with a business.

b) All the organisations that work with a business.

c) All the suppliers, customers and employees of a business.

d) Any individual, group, or organisation that is affected by or can affect the activities of a business.

Q7. Which concerns does CSR address?

a) Moral & Ethical

b) Social & Environmental

c) Legal & Regulatory

d) Monetary & Profit

Q8. "Shareholder wealth" in a firm is represented by:

a) the number of people employed in the firm.

b) the book value of the firm's assets less the book value of its liabilities.

c) the amount of salary paid to its employees.

d) the market price per share of the firm's common stock.

Q9. The main purpose of corporate governance is

a) To separate ownership and management control of organisations.

b) To maximise shareholder value.

c) To separate ownership and management control of organisations and to make organisations more visibly accountable to a wider range of stakeholders.

d) To ensure that regulatory frameworks are adhered to.

Q10. According to Cadbury, corporate governance is an issue of power and

a. Rights

b. Accountability

c. Profit

d. Appropriation

Section B

Attempt any five questions. Each question carries equal marks.   8*5= 40

Q1. What do you mean by ethics in business? Discuss various types ethical issues faced by the business.

OR

Q2. Elaborate on major sources of Ethics? Explain in detail Utilitarianism Approach to business Ethics

Q3. Elaborate on Corporate Governance. Discuss the role played by regulators to improve corporate governance.

OR

Q4. Explain in detail various approaches to Corporate Governance.

Q5. What are the major moral issues in business? Elaborate on principles of moral reasoning?

OR

Q6. What do you understand by Whistle blowing? Is whistle blowing morally prohibited or permitted? Elaborate

Q7. Discuss Environmental protection as Corporate ethical issue.

OR

Q8. Do Companies follows moral responsibility in Advertising. Discuss.

Q9. Explain the term Corporate Social Responsibility. Also elaborate on evolution of corporate social responsibility.

OR

Q10. Explain in detail the concept of responsive Management?

Section C

Attempt any three questions. Each question carries equal marks.   **15*3= 45**

Q11. Elaborate on implications of moral issues in functional areas of business like marketing and finance.

Q12. Discuss in detail the role, duties and responsibilities of Auditors.

Q13. Explain in detail the concept of ethical decision making. Also discuss the role and importance of ethical theories in decision making.

Q14. Elaborate on product safety and environment protection as ethical issue in business.

Q15. What do you mean by responsive Management? Discuss various strategies of Response.