

Duration: 2 1/2 Hrs

Marks:- 75

Note:- 1) All questions are compulsory.

2) Figures to the right indicate maximum marks.

Q.1A) Multiple Choice Questions (Any 8)

(8m)

- 1) _____ is a code of conduct that an individual or a group has about right and wrong (R) (CO1)
a) Morality b) Ethics c) Law d) All of the above
- 2) _____ is when you send unsolicited mails to potential customers, encouraging them to buy your product or service (u) (Co2)
a) Ambush Marketing b) Bad-mouthing c) Green Marketing d) Spamming
- 3) _____ refers to misapplying accounting policies and rules guiding accounting frameworks.(U) (Co2)
a) Misapplication b) Suppression c) Misrepresentation d) Distraction
- 4) _____ is action based on prejudice resulting in unfair treatment of people (U) (Co2)
a) Discrimination b) Exploitation c) Harassment d) None of the above
- 5) The obligation of any business to protect and service public interest is know as _____ responsibility of business (u) (Co3)
a) Social b) Economical c) Governmental d) None of above
- 6) Environment and socially sustainable marketing to meet present needs of customers and preserving need Fulfillment of future generations is called _____ (u) (Co2)
a) Channel view marketing b) adaptation marketing
c) Sustainable marketing d) executive style marketing
- 7) A willful and deliberate violation of code of ethic of any organization is classified as (U) (Co1)
a) Misconduct b) Lack of qualification c) unsatisfactory satisfaction d) insubordination
- 8) The primary stakeholders are _____ (U) (Co2)
a) Debtors b) Creditors c) Shareholders d) Banks
- 9) Satisfied stakeholders may behave in which of the following ways (U) (Co4)
a) Leave the organization b) Demonstrate loyalty to the organization
c) Gossip about organization d) seek to change things in the organization.
- 10) Documents that consist of all ethical Standard that employers expects from employees is classified as
a) ethics code b) descriptive code c) Procedural code d) Distributive code

Q1B) State True or False (Any 7)

(7m)

- 1) Ethics the branch of philosophy concerned with human values and conduct moral duty and Obligation (R) (Co1)
- 2) Ethics and morals are often used interchangeably (U) (Co1)
- 3) Ethics marketing now a days has become less important U) (Co2)
- 4) Consumers have no responsibilities in the context of marketing ethics (E) (CO2)
- 5) A finance manager who is aware that his company may be breaking the law may be held legally responsible for a crime (A) (Co2)

-) Unjust misuse of the unequal power that an employer can exercise over the employee is workplace harassment (U) (Co2)
-) Good corporate governance recognizes the diverse interest of shareholder, lenders, employees, government, etc.. (E) (Co3)
-) Members of the Board committee take decision keeping in view the interest of all stakeholder (U) (Co3)
-) A socially responsible company enjoys reputations with public companies brand and reputation (A) (Co3)
- 0) CSR Stands for corporate Social Responsibility (R) (Co3)

- Q2 A) What is Ethics? Explain its objectives (U) (Co1) (7m)
 B) Explain the concept of business ethics. What is the need for the same? (U) (Co1) (8m)

OR

- Q2 (a) What is Business Ethics? Explain principle for proper business conduct (U) (Co1) (7m)
 Q2 (b) Explain positive and negative impacts of Add on kids (AP) (Co2) (8m)
 Q3 a) Describe Ethical concerns on advertising (AN) (Co2) (7m)
 Q3 b) Explain Ethics in financial services. What are the unethical practices in financial services? (An) (Co2) (8M)

OR

- Q3 a) What do you understand by workplace ethics? Explain importance of workplace Ethics (U)(Co2) (7m)
 Q3 b) What is importance of employee code of Ethics (U) (Co2) (8m)

- Q4 a) Explain corporate governance. What are the issue of corporate government? (An) (Co4) (7m)
 Q4 b) What is CSR? Explain need for CSR. (U) (Co3) (8m)

OR

- Q4 a) Define CSR. Explain reasons for increasing focus on Social Responsibilities in India (An) (Co3) (7m)
 Q4 b) Stake the Ethical issued in relation to pricing and promotion (u) (Co2) (8m)

- Q5 a) What are factors influence ethics in marketing ?(Ap) (Co2) (7m)

- Q5 b) Ethical marketing in an organization is to the guided by sustainable marketing principles, comment? (An) Co2) (8m)

OR

- Q5) **Short note (any 3)** (15m)
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| 1) Deceptive advertising (U) (Co2) | 2) Workplace Discrimination (U) (Co2) |
| 3) 4P's of corporate governance (R) (Co3) | 4) Business Ethics in advertising (U) (Co2) |
| 5) Comparative advertising (U) (Co2) | |

SYBMS

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