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Printed Pages: 02 **Sub Code: MAM602**

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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?

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[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.

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(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.

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