III Semester B.Com. Examination, Nov./Dec. 2015  
(CBCS) (2015-16 and Onwards) (Fresh) 
COMMERCE  
3.5 : Business Ethics 

Time : 3 Hours  
Max. Marks : 70 

Instruction : Answer should be written completely either in English or in Kannada. 

SECTION – A 

Answer any five of the following sub-questions. Each sub-question carries two marks : (5x2=10) 

1. a) Give the meaning of ‘business ethics’. 
   ‘ಅಬ್ಜುಶ್ಯನ್ ಅಬ್ಜುಶ್ಯನ್’ ಮತ್ತು ಕೆಲವು ಹುಟ್ಟು. 

b) What do you mean by honesty ? 
   ಮೇಲೆಕೆಲಸ್ತು ಎಂದು ಇಲ್ಲಿಗಾದು? 

c) Who is a Board of Director ? 
   ಬ್ಯಾರ್ಡ್ ಆಫ್ ಡಿಝ್ಯಾಕ್ಟರಿ? 

d) Name any two principles of Corporate Governance. 
   ಕೋರ್ಪೋರೇಟ್ ಗೇವರೇಜ್ನ್ ಆಧುನಿಕ ಮಾತ್ರೇ. 

e) State any two types of ethics. 
   ಮಾತ್ರೇ. ಎಲ್ಲಾ ಎಲ್ಲಾ ಮಾತ್ರೇ. 

f) What is professional ethics ? 
   ಪ್ರೋಫೆಸಿಯಲ್ ಎಂದು ಇಲ್ಲಿಗಾದು? 

g) Give the meaning of corporate culture. 
   ಕೋರ್ಪೋರೇಟ್ ಕ್ಯುಲಚರ್ ಎಂದು ಇಲ್ಲಿಗಾದು.
SECTION – B

Answer any three of the following questions. Each question carries six marks:

2. Briefly explain the features of corporate culture.

3. What is the need for crisis management?

4. Which are the unethical marketing practices which need be avoided?

5. What are the features of personal ethics?

6. Write a note on ‘Cadbury Committee’.

SECTION – C

Answer any three of the following questions. Each question carries fourteen marks:

7. Explain the factors influencing business ethics.

8. What are the arguments in favour and against corporate social responsibility? Explain.

9. Explain the different religious views on humility.

10. Discuss the code of ethics of a financial professional.

11. What is Corporate Governance? Explain its characteristics.